



# How to Optimize Your MFG.com Profile for Search Engines

# HOW TO OPTIMIZE YOUR PROFILE

Go to the next page for instructions on how to optimize search engine targeting for your MFG.com supplier profile.

**MFG.COM**

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Edit My Profile View My Profile My Ratings Search Engine Targeting

Google Yahoo! AOL Ask Baidu Baidu bing

MFG.com's targeted search engine optimization (SEO) technology puts you in control of your optimization so your profile shows up at the top of the major search engines for the terms and phrases that are important to you.

**3** Search Engine Submission Preferences

- Submit my profile AND ratings to search engines
- Submit my profile only to search engines
- Do not submit to search engines

**1** Customized Search Engine Targeting

English Français Deutsch Italiano Español Português 中文 한국어 Tiếng Việt 日本語

Fine-tune your profile to precisely target your ideal customers when they're using search engines to look for your services.

What term or phrase would your ideal customers search to find you? 3 Characters Remaining

Titanium Aerospace Machining Atlanta, Georgia - Duncan Machine

Brief description about your company and the value proposition you offer:  
Enter a custom description:

**2** Duncan Machine is an expert at machining aerospace parts made from titanium. Duncan Machine is located in Atlanta, Georgia.

Here is a link to your MFG.com Profile. Use it as your webpage. Send to customers and colleagues.

[http://www.mfg.com/Manufacturers/Duncan-Machine-991070\\_en.html](http://www.mfg.com/Manufacturers/Duncan-Machine-991070_en.html)

Save Cancel

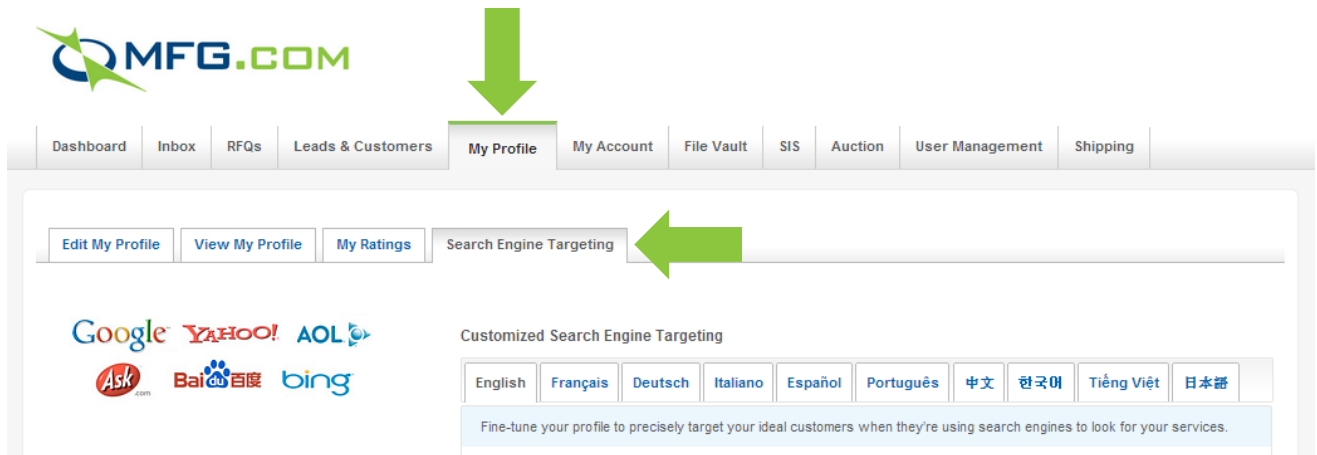
Version - 14.05.20 (11.7.0)

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# HOW TO OPTIMIZE YOUR PROFILE

To get you started, log in to your MFG.com account. From your Dashboard, click on the My Profile tab then click on the Search Engine Targeting tab.



# HOW TO OPTIMIZE YOUR PROFILE

## 1 Keywords

Fill in the 1st box with the keywords you wish to rank for on search engines (Google, Yahoo, Bing, AOL, etc.). You will want to include your primary niche from your MFG.com profile description. These terms should be what best describes your company's capabilities.

Include your city and state after your keywords.


You are allowed up to 65 characters.

### Customized Search Engine Targeting

English	Français	Deutsch	Italiano	Español	Português	中文	한국어	Tiếng Việt	日本語
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1  Titanium Aerospace Machining Atlanta, Georgia - Duncan Machine

**For additional keyword and SEO tips, here's a guide that may help:**

<http://cdn1.hubspot.com/hub/53/Introduction-to-SEO-eBook.pdf>

# HOW TO OPTIMIZE YOUR PROFILE

## 2 Brief Description

Complete the Brief Description text box with a shorter version of your About Us section of your MFG.com profile.

You are allowed up to 150 characters.

**Brief description about your company and the value proposition you offer:**

Enter a custom description:

2



Duncan Machine is an expert at machining aerospace parts made from titanium. Duncan Machine is located in Atlanta, Georgia.

**For helpful pointers on writing your page description go here:**

<http://blog.hubspot.com/marketing/how-to-write-meta-description-ht>

# HOW TO OPTIMIZE YOUR PROFILE

## 3 Search Engine Submission Preferences

Select the first button under Search Engine Submission Preferences - Submit my profile AND ratings to search engines. Make sure to scroll to the bottom of the form to click Save.

Note: It takes 2 weeks for Google to pick up the index change and they need a company description in the About Us section on the Profile page in order for this to render.



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### Search Engine Submission Preferences

3



- Submit my profile AND ratings to search engines
- Submit my profile only to search engines
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