

Google Your Name. Top 3 Ways to Show Up!



With Phil Johncock



The screenshot shows a webpage layout. At the top left is the 'BrandYourNiche.com' logo. The main content area is titled 'www.4Grants.Net/bw1.htm'. It features a central graphic with 'BEFORE Video' and 'AFTER Video' labels, a 'NOTES' section with a 'click here' link, a 'LINKS' section with a 'click here' link, and a 'SURVEY' section with a 'click here' link. A small portrait of Phil Johncock is on the right. Below this is a 'Description' section with the title 'Google Your Name. Top 3 Ways to Change How You Show Up.' and a paragraph of text.

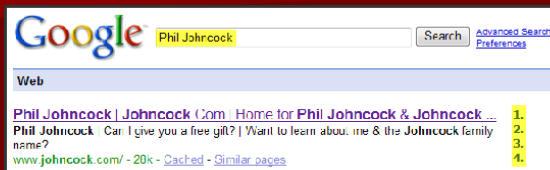
Overview

- Why Do People Google?
- What Key Elements Show Up in a Google Search?
- What Are 3 Top Ways to Improve How You Show UP?
- Summary

Why do people Google?

- An estimated 1.4 billion people worldwide today are online.
- In North America, more than 72% of the population uses the Internet.
- In 2004, the average Internet user spent close to 3 hours per day online. 25% of that time was spent surfing for information & shopping.
- Today, as much as 74% of all Internet searches use Google (47%) or Yahoo (27%).
- Answer: People Google to get information ... fast.
- When people Google you, how do you show up?
- Since Google brands you already, take control of what people see.

What Key Elements Show Up in a Google Search?



- Title - Line #1
- Description - Lines #2-3
- Destination URL - Line #4



Facebook

Phil Johncock | Facebook

This is Phil Johncock's public search listing on Facebook. Phil's friends can view photos, videos and more. Everyone can join Facebook.
www.facebook.com/people/Phil_Johncock/1246482124 - 20k - [Cached](#) - [Similar pages](#)

facebook

Search for [] Not the Phil you were looking for? Search more >

Lookup: [fununited.com](#)

password:

Remember me

Forgot Password?

Everyone Can Join

Sign Up — Sign up for Facebook to connect with Phil Johncock. Already a member? Login

Phil Johncock
Reno, NV
Networker

Here are some of Phil's friends on Facebook...

Jesse Johnson Rene Johnson Jeffrey Johnson Ume Topics Mike Ott

Message View Friends Add as Friend

SelfGrowth.com

Award Winning AUTHOR (\$6.4 million), EDUCATOR (\$1.21 billion) & MENTOR (still counting) Expert

Phil Johncock is an authority in:

- Growth, fundraising and scholarships (a \$600 billion major industry)
- Finding and branding your niche
- Growing legacy based businesses online (a \$127 billion college industry)
- Tantra
- Completion
- Distance education

Phil simply **radiates clarity and positivism**, says Tantra expert and co-author Margot Brand. **"I always feel empowered and creative in his presence and when I work with him."** In only 50 hours, Phil and Margot co-authored **"The Path of Gyanbhandha Tantra"**, an esoteric manual for youth and adults, featured in **Antelope** magazine (April 2006) and presented in London and Chennai.

Phil **inspires the sublime** each by focusing on and **drawing out** what is at the core of a person's talents, and interaction or a vision, says relationship expert and colleague

Content

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4. Books
5. Other Programs & Highlights
6. Knowledge Journals & Insights from Phil Johncock
7. Getting Started with Phil Johncock

Phil Johncock | SelfGrowth.com

See how you can use Phil's COMPLETION GENIUS. Contacting Phil Johncock ...
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www.selfgrowth.com/experts/phil_johncock.html - 33k - [Cached](#) - [Similar pages](#)

Getting Started With Phil Johncock

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1. Claim your **free WINNING GRANTS** digital audio
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Contacting Phil Johncock

1650 Vista Hacienda Way Suite 104
Sparks, NV 89435 | 775.626.6637

- www.fcfun.com
- www.brandyourniche.com
- www.GeniusContagion.com
- www.fununlimitedinc.com
- www.johncock.com - SERVING PHIL & JOHNCOCK FAMILY NAME

Recommended Experts and Friends

Gay Hendricks and Katie Hendricks

Bob and Gwen Warren, The Entrepreneur

Suzanne Kilias

Jeanie Marshall

David Riddan

Marie Louise Stenbjorg

Hidelle N. Strubach

Eric Taylor

LinkedIn

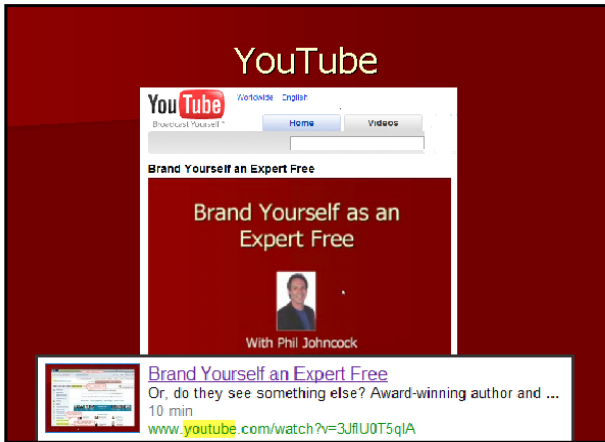
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[pk=4805076d760332094d3021d05a489958f3a140c&src=public_directory](#) - [Similar pages](#)

ZoomInfo

[Phil Johncock](#) [ZoomInfo](#) Business People information
View Phil Johncock's professional background on ZoomInfo, the largest index of people in business in the world. Find who you're looking for at ZoomInfo.
www.zoominfo.com/people/Johncock_Phil_656221.aspx - 22k - [Cached](#) - [Similar pages](#)



Ways to Change What They See

3. Set Up a Blog & Post on a Regular Basis

According to Wikipedia, "A **blog** (an abridgment of the term **web log**) is a **website**, usually maintained by an individual, with regular entries of commentary, descriptions of events, or other material such as graphics or video."

[Guide to Home Based Business Blog » Phil Johncock](#)
 Wednesday, July 30th, 2008. You can use "key words" to make money and find niche-markets for your products and services while working at home. I have ...
[www.guidetohomebasedbusiness.com/blog/?tag=phil-johncock](#) - 54k - [Cached](#) - [Similar pages](#)

Summary

- People Google for information fast
- They use "key words," such as your name
- What shows up are titles, descriptions & destination URL's
- 3 ways to change how you show up are:
 1. Change "meta tags" in your web page HTML code
 2. Show up on "trusted sites" with a lot of links
 3. Create and post to your own blog
- Next steps??
 - Check out links & complete a brief survey
 - Then, Google yourself. Apply 3 ways mentioned. Google yourself again in 2 weeks.
 - Hint: Give Google 1 week to show your changes

www.4Grants.Net/bw1.htm

BEFORE Video  **NOTES**
[click here](#) 

LINKS
[click here](#)

AFTER Video  **SURVEY**
[click here](#)


 Phil Johncock

Description

**Google Your Name.
 Top 3 Ways to Change How You Show Up.**

I made \$2,350 in 1 day from people who Googled me. Find out why people Google you. Learn how you show up and where the information comes from. Find out the 3 top ways to change how you show up on Google searches.

“80% of life is just showing up.”

~Woody Allen

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 Top 3 Ways to Show Up!**



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