Checking your search results in Startpage.com

Welcome. This is WordPress Demystified. We're on week 2, SEO and being found. Now, I mentioned about incognito windows, and I encourage you to search for yourself how you're appearing in Google. Well, incognito windows didn't work quite the same way with a search as it does when you're doing website testing.

So what you have to do is go into an incognito window and then type in startpage.com. This will be a completely blank slate for Google to serve up its research results rather to you when you're researching something like what you're being found on. So I'm going to share screen and I'll show you what I found doing this on myself.

So the first thing I searched on, so this is an incognito screen. Yeah, yeah, window. If you can see that because it's all dark at the top and at the top right here it says incognito.

I typed in startpage.com. So this will give me all Google results for all regions in the world. And I typed in WP Fairy Godmother. Now what I found is that I actually appeared first in something called findglocal.com, which is a massive business directory. I had to look it up that scrapes your website.

So this was not me putting in this business directory. It has gone scraped my website and put it up there. The next one that actually comes up is my Facebook business page. So as I scrolled down, it's picking up my social media profiles ahead of my website. Now there could be a few reasons for this.

It could be because my domain and website are relatively new. I did all my rebranding. I changed everything to Karen Leslie WPFG only a few months ago. That could be one reason. It could also be that there's not enough WP Fairy Godmother.

Actually on my website. So this has actually made me think I need to go and check my website and see what's actually on there because people do think of me. They do remember it's the WordPress Fairy Godmother. And I haven't tried this.

So if I type in WordPress Fairy Godmother, will it be any different? Comes up immediately with my Facebook page first this time, then Glocal. Then my WordPress Wednesday videos that I do.

Then, yeah, this is an interview I did with a friend's son. So, yeah, so it depends on, and then it goes into other things and then back to me again. So it's interesting to see what it serves up. What searches it gives, what results it gives you based on the searches. Now, I also searched for my own name, Karen Leslie.

I know there are a lot of us in the world. And it did, eventually it came, my 3rd entry was my LinkedIn profile. So this highlights a few things for me. Let me just stop sharing so I can talk to you properly. It highlights a few things for me.

It makes me think, how often am I putting WP Fairy Godmother on my website? Because it is—people do say to me, oh yeah, you're the WordPress Fairy Godmother. So should it be WordPress Fairy Godmother? Because it did bring different results.

Also Karen Leslie, the name. I haven't put in any other search terms in this because I could be doing this for ages. And I didn't want that long a video for you. But now you know yourself, you can go into an incognito window, type in startpage.com and enter your search terms, what you think people are looking for you with, into that and see what the results are. If your social media profiles are appearing higher than your website, It means that you need to make sure, as I will, that my social media has got links to my website on it, that they can contact me through the social media.

So you, it's about being found. That's what all this week 2 is about, is being found. If we're being found on our socials in search engines before it's hitting our website, we just need to make sure that our socials have got the kind of information on it that's gonna help people get to our websites. We don't own our social media profiles. We do own our websites.

We can control what they see on our websites. We, we can control our profiles on our social media. But if somebody follows your socials, they're not guaranteed to see everything. And I know this from personal experience. So go Check out your startpage.com in an incognito window.

Let me know what you searched for, what you found, and is it gonna make any difference to what you're gonna have on your website or what you're gonna have on your socials? This is Karen Leslie. I'm your WordPress or WP fairy godmother. This is WordPress Demystified. And if you still feel mystified, Please get in touch.

I have the free 15-minute calls.

Just contact me. If that's too scary for you, drop me an email, send me a DM. We are trying to demystify WordPress. It's not a mystical beast. It's something— I won't say it's easy, but once you know how, it is certainly easier.

And once you have the right strategy, it is certainly easier.

Take care. Until next time, keep shining.