

Welton's Wisdom

QUICK TIPS FROM DEATHCARE MARKETING
GURU WELTON HONG



Here's How to Appear in "Best/Top" Searches

How do most people in 2023 search for funeral home services—or any other types of local service, for that matter?

Let's say your hair stylist for the last 15 years just decided to move to Belize, and you *really* care about your hair looking perfect. You're not going to pop into Fantastic Sams and take your chances with whoever's available. You're going to Google "best hair salon" or "top hair salon."

You might include "near me" to ensure you get a local provider, even though Google already knows to include nearby businesses if you're already signed in.

Obviously, you want your funeral home to show up in the Google three-pack's default view for those "best" or "top" results. Here's the key: If your firm has an average Google review school of 4.0 or better, your firm can appear in the three-pack for those searches targeting "superior" funeral homes.

Granted, you're not *guaranteed* to appear in the three-pack every time (or at all, technically). But if you don't have at least a 4.0 average grade, you won't appear at all.

So make sure you're generating lots of strong reviews and keeping that average review score above 4.0. I personally recommend doing everything you can to have it above 4.5, given how discriminating families can be these days.

Author Bio:

Welton Hong, founder of [Ring Ring Marketing](#)®, is a leading expert in helping funeral homes convert leads from online directly to the phone line. He's the author of the book *Making Your Phone Ring with Internet Marketing for Funeral Homes* and a regular contributor to *American Funeral Director* magazine and several other publications.

Welton has a graduate degree in Electrical Engineering from the University of Colorado at Boulder. Prior to starting Ring Ring Marketing, he was a senior technologist at R&D facilities for Intel, Sun Microsystems, and Oracle. He regularly speaks at conferences and other events for people in the death care industry.