

## **Why Google Cares About Your Chamber Membership**

When you join the Lewisville Chamber of Commerce, you automatically get added to our online business directory under your business category. You're able to put the contact information for your business, along with a short description and a link to your website, into your chamber profile. These are called backlinks and are important for SEO (Search Engine Optimization) as Google and other search engines value these trusted links to your website when calculating search rankings.

For example, when someone searches for your category online and in the area (near me), Google and other search engines using algorithms look for websites that meet the search criteria, and then rank them based on relevance and trust. In the eyes of search engines. Chamber sites and Government sites are considered the most trusted and therefore get selected for higher placement or rank.

If you were to try and pay for this type of organic SEO you would be paying hundreds to thousands of dollars for hours of SEO manipulation from a reputable online company, just to give you what the Chamber gives you for your annual membership. And that doesn't even count all the other benefits of membership!