

The background features a dark teal color with a pattern of binary code (0s and 1s). A large, light blue hexagon is centered in the upper half, containing the text 'SEO'. Below the hexagon, a hand is shown holding a gear, with another gear visible to its right. The overall aesthetic is technical and digital.

# SEO

EXPERT TIPS

**DOMINATE  
SEARCH WITH  
LOCAL SEO**

## WHY LOCAL SEO?

Take out your phone and Google (that's a verb now) "best donuts" and see what you get? The top results usually aren't part of a national chain. More likely they are locally-owned shops near where you are right now. That's the magic of local SEO.

Being visible on search engine results pages (SERPs) is more important than ever for local restaurants, retail stores, and service providers who have local potential customers looking to research purchases and spend money right now.

COVID-19 has changed the way we do business and consumers' informational needs have grown. Optimizing your local presence is critical for generating sales and reaching new customers now.

**We've got the tips to get your business to the top of search with Local SEO.**



# LOCAL SEO BENEFITS

You are going to rank higher in Google search engine results following these expert tips, but investing in local SEO has more advantages for your business.

## Cost-Effective Marketing

There is some setup effort and minimal upkeep necessary but you can typically set up local business listings across the web for free with tools like Google My Business and Facebook, which makes local SEO a more cost-efficient option for online advertising.

## Local Customers Find You Faster

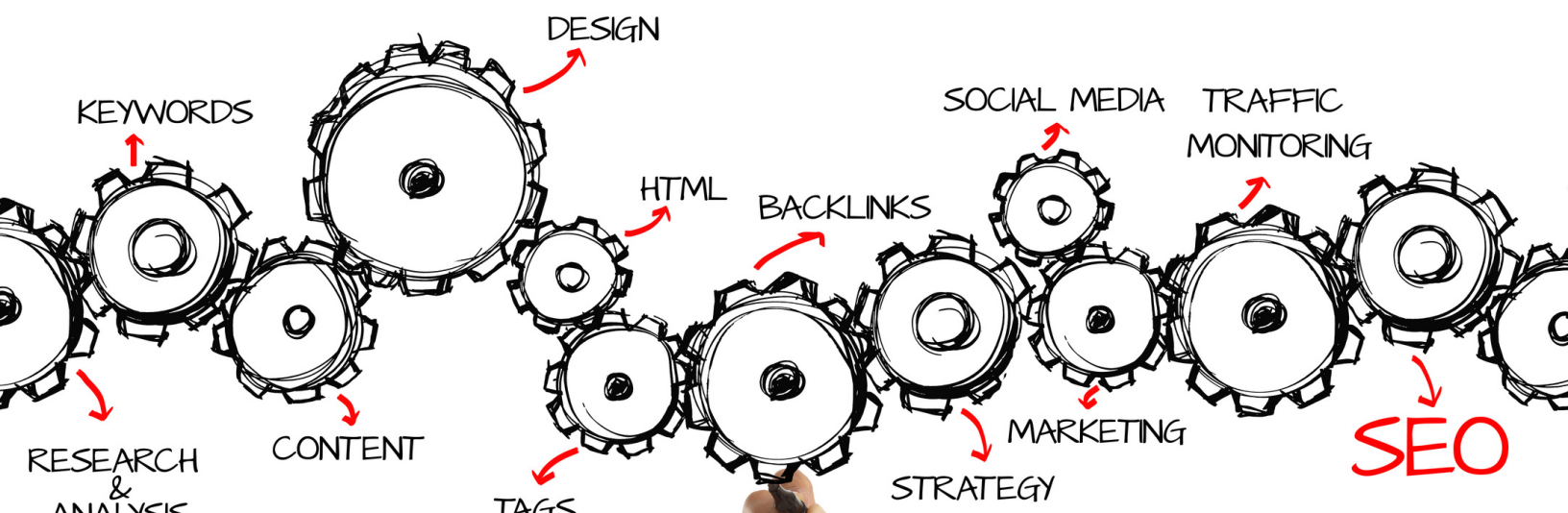
72% of consumers who search for a local business visit a store within five miles. You want the increase in leads, customers, and sales that comes with being highly visible in local search results or in Google Maps.

## Reaches Customers Who Are Ready to Buy

Did you know that **80% of local searches that are performed on mobile devices convert into sales?** Local SEO puts you in front of ready-to-buy customers at the exact moment they're searching for a product or service. This specific audience is much more likely to purchase or get the information needed to pick your business.

## Delivers More Qualified Search Traffic

Search engines want to provide the most relevant local results based on proximity and intent. To be a useful tool, someone who's 50 miles away probably won't see your business pop up in search, but one who's just five miles away would.

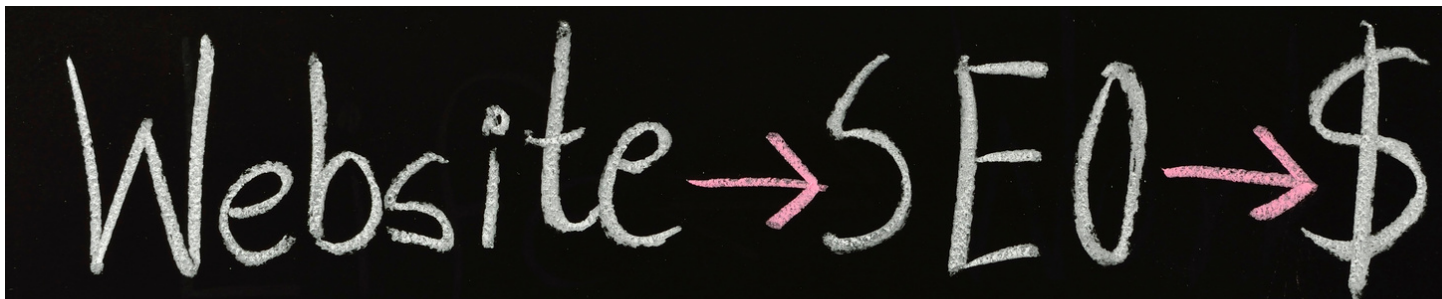




# EXPERT TIPS TO GET TO THE TOP OF LOCAL SEARCH RESULTS

Customers are searching for the best products and services near them and they want quick answers.

*Ensure your business show up at the exact time when local customers are looking and make it easy to pick you out of all the local businesses that offer the same products and services.*



**Use these pro tips to dominate local search results:**


## Create Accurate, Consistent Local Citations



Citation building continues to be one of the easiest and straightforward ways to get links pointing back to your local business and NAP (Name, Address, Phone Number) data online where search engines can find and verify your locations. These citations are still crucial because links and NAP from reputable and trusted websites contribute to how you rank in local search results.

With both Voice Search and Near Me Search on the rise, it's critical that your local business have citations and business listings on online directories that help search engines like Google provide accurate this-is-what-you're-looking-for-close-to-you local search results.

## List Your Business in Online Local Directories




Your business listing and local citation matter to search engines like Google, so they should be extremely important to you. Citations and business directory listings make your business visible online and the more quality listings you create, the better chance you have of customers finding you through online searches – both on search engines and industry or location specific websites.

Setting up local business listings in major search engines and online business directories like Google My Business, Yelp, Yext, Bing Places, and Facebook makes it easier for search engines to verify that your business is legitimate and that your data is correct.

(Again, be sure your data is accurate and consistent!)

## Claim, Manage and Promote Google My Business Profiles and Reviews




Not only do customers use search engines to find new products and providers, but they also trust the ratings and reviews that are displayed in search results to help them making their clicking decisions.

Claim and optimize your business profiles on Google My Business and Bing Places for Business. These business profiles not only help you rank higher in their respective search results, but they also give search engines users high-profile locations to leave reviews for your business that show up in search results.

Your Google My Business account is also how your business appears on maps and local listings highlighted on search results pages.


## **Respond Regularly to Reviews (Both Good & Bad)**



With the latest updates to Google My Business, it is even more important to learn how to respond to Google reviews the right way. Whether the Google reviews are good or bad, both positive and negative reviewers now receive an email from Google My Business letting them know when a business owner has responded to their review.

With reviewers even more engaged in the review process, you need to respond to Google Reviews to have a voice in what future customers are reading about your company when they are looking to make their next purchase.

## **Claim and Local-Optimize Relevant Social Media and Review Site Profiles**



Building a strong social media presence on the social networks your customers use is a powerful and effective marketing tactic that any small business can benefit from. But some businesses don't have the time and know-how, or just aren't ready to start. Basic level participation is still needed to let platforms and users know you're a local business ready to serve your area.

Fully register your company on major sites such as Yelp, Twitter, Facebook, Instagram, and LinkedIn. Input your location, describe the areas you serve, and use a photo or your logo to show your local connections.

Consider what niche social networks and platforms impact your industry and market the most and register on those as well. Local businesses should consider county, city, and even neighborhood level networks like chambers of commerce and NextDoor that will connect your business name with needs in your area.

## Optimize Your Website for Mobile Users




Only mobile-optimized websites will make it into search engine results. Your customers are on the go and now use their smartphones to conduct local searches. The most searched information is address, hours, phone numbers, directions, and product/availability - the information customers need to come make immediate purchases.

Now that you know what your customers are looking for make sure you give it to them on a responsive website that looks good on both desktops and mobile devices like tablets and smartphones.



## Each Location has a Dedicated Page on Your Website




For businesses with more than one location, it is hard to localize your website. Instead of stuffing your pages with half a dozen geographical keywords and tags give each location its own hyper-local page.

Each location page should be linked to from a high-level navigation menu. Make phone numbers highly visible and clickable on mobile devices.

If you have just a handful of locations, fit the full NAP of each location in the footer of your website. In addition, when you have specialized services that people search for like sedation for pediatric dental patients or local delivery services, create pages specific to those services as well with internal links to your location pages.

## Hyper-Localize Title Tags, Images, and Videos



Title tags are what show as the anchor text link to your website on search results pages, so make sure they make sense to local customers. In the tags on your website use your keywords and location in a way that makes sense:

**YES!** “North Dallas Collin County Dog Kennels and Training”

**No!** “kennels training dog”

Use appropriate and localized tags with real words and phrases to label your images and videos. Consider publishing a transcript of the video when posting for keyword-rich text content.



## **DOMINATE YOUR MARKET AND GROW YOUR BUSINESS WITH LOCAL SEO**

The one constant with Google is that they are constantly “updating” their algorithms to give their search customers the absolute best results. By giving people highly relevant answers to their search queries Google dominates the internet search game far above all others combined.

The importance of local SEO (local search engine optimization) grows as Google’s methods become more intricate, and search users expect even more individualized results - you might need to get Hyperlocal with your SEO efforts.

Hyperlocal SEO drives foot traffic to your location and brings customers who are looking to buy – right now and near them – with “near me” searches.

Depending on how far a net you need to cast to reach your ideal client, hyperlocal marketing can be the key in maximizing your marketing efforts and budget by targeting prospective customers right where they are – at home, at work, at local shopping areas in their neighborhoods.





**Need help getting started with local SEO? We can help you claim, manage, and optimize your local search presence. Contact us to learn more about how local search optimization can grow your business.**



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