

**GET MORE  
CUSTOMERS  
FOR YOUR  
LOCAL  
BUSINESS**



**Local SEO for  
Neighborhood  
Businesses**

# LOCAL SEO



Have you been struggling with how to use SEO (search engine optimization)?

Let's talk about Local SEO and how you can make your business rank higher in local search results.

***Local search has been the salvation for many small businesses because a physical proximity to the user is such a large ranking factor in local search results.***

There is so much talk about search engine optimization for small businesses, but a lot of the chatter revolves around optimizing the web pages of businesses with a strong online presence who can sell a product or service online. What you really need to know are the things you can do on your website (on-page) and online (off-page) to make your business show up when people in your area are looking for businesses like yours.

**When your business relies on local customers to be successful, general SEO isn't enough.**

# Why You Need Local SEO For Your Business

**Do you have a business that serves one or several local areas?**

**Local SEO brings impactful results that ensure you are seen by new customers in your area who are researching online for somewhere to spend their money now.**



## LOCAL SEO BENEFIT #1

**Optimizing for local search lowers competition for the top spots in search results because you are competing only with businesses within a certain radius of your geographical location.**

## LOCAL SEO BENEFIT #2

**Local SEO uses geographical keywords and designators that let search engines know your business is highly relevant in local search results.**

**SEO is one of the most cost effective digital marketing activities you can do.**

# What Can You Do To Rank Higher in Search?



What you really need to know are the things you can do on your website (on-page) and online (off-page) to make your business show up when people in your area are looking for businesses like yours.

***Local searches are performed by customers looking to make a purchase soon, most of them the same day.***

Focusing on proven search engine optimization tactics that put your business at the top of local search results for people in your geographic area.

## EXAMPLE

*A local dentist won't rank on the first three pages of search results (which is the furthest anyone will look) for any meaningful keywords when they compete against every dentist in the country for online and search engine results ranking.*

*A dentist in Colorado Springs, for example, with a dental clinic that serves her surrounding area should and no service or product that can be bought online, needs a SEO strategy focused specifically on local search results.*

**There are things you can do to reach qualified customers at exactly the right time in the buying process.**

# THE LOCAL SEO GUIDE



***Many of the things you need to do as part of your local SEO strategy are small tasks that will have a huge impact.***

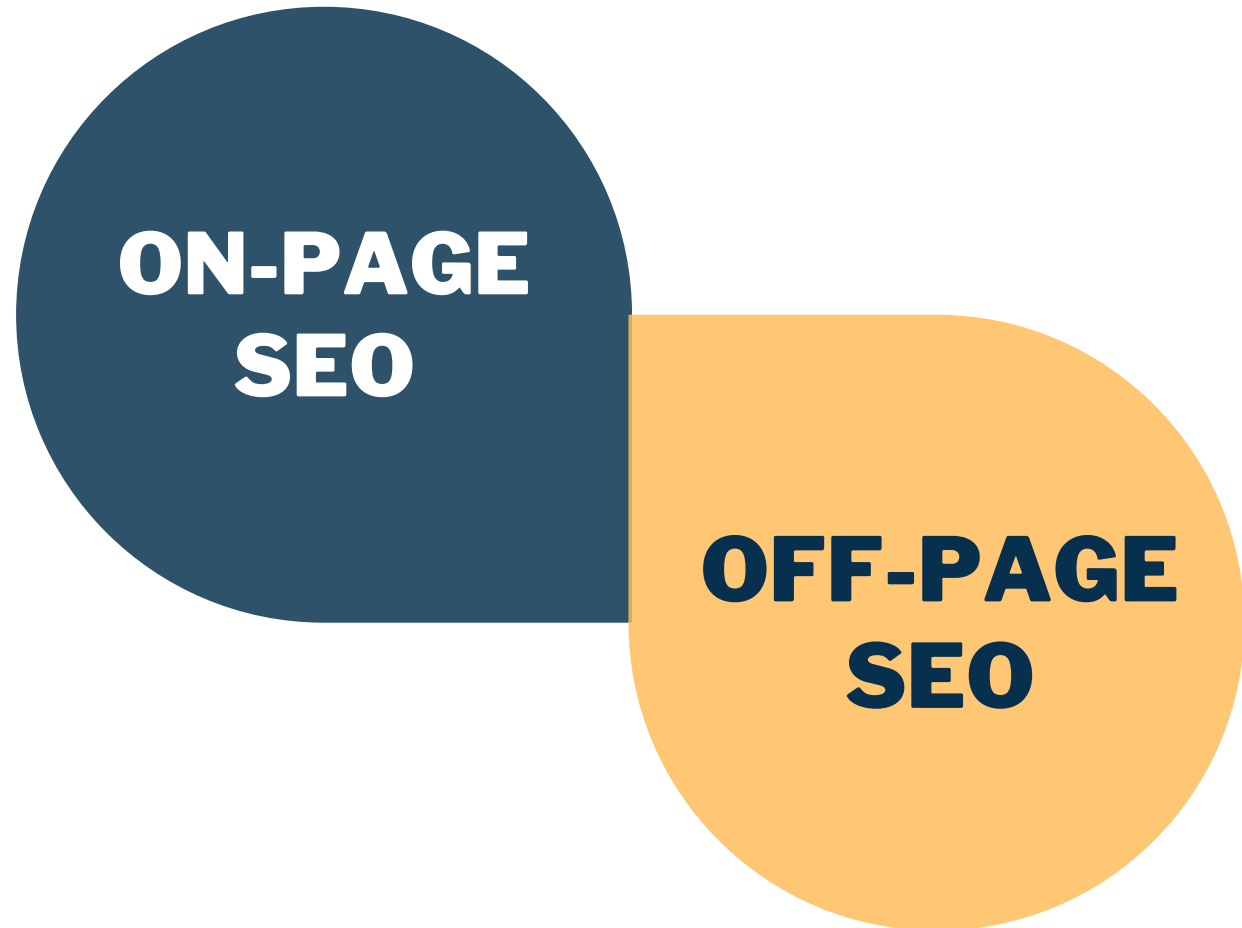
As mobile search and voice search become more popular, local searches have also increased. Google searches for businesses “near me” have increased 2x in the past year and that 1 in 3 smartphone users purchase from a brand other than the one they intended to because that brand showed up at the moment they searched for more information.

**Learn the On-Page and Off-Page SEO tactics that get businesses to the top of local search results.**



# Mastering Local SEO

Mastering local SEO involves executing a handful of on-page and off-page SEO tasks that optimize your website for long-term local search visibility.



When done right, on-page and off-page SEO helps search engines and search users find, sort and prioritize your most important information such as location, services, and benefits to make **buy-right-now** decisions.

**Rank higher in local search results by location optimizing website structure and online content.**

# On-Page

## Local SEO Tactics



### SITE STRUCTURE

Terms like “site architecture” and “website organization” describe the proper structuring of your website for optimal results. As a local business owner focused on getting customers in the door of physical locations, you will want to focus on structuring your website to highlight your location and services.

### Home Page Navigation

Ensure all important pages are clearly part of your home page navigation. Search engines look for you to build out logically from your homepage so make sure your best stuff (top selling products, most popular services, testimonials) are there with easy to use navigational links.

### Location Pages

Each of your locations should have its own page. By having a dedicated page for each location, you provide helpful links with location-specific information that internet searchers are looking for.

**Add searchable elements such as address, phone number, and written directions in text on pages.**

# On-Page

## Local SEO Tactics

### URL's

Put your main keyword (product or service) and location in your URL's.

No one is typing in a URL to find your business so it doesn't matter if it looks long. But search engine web crawlers are looking at your URL to see if it is relevant for local search results.



***www.SherriesPastries.com/home*** ❌

***www.SherriesPastries.com/cakes-pies-phoenix*** ✅

### Meta Descriptions and Title Tags

Each page of your website has metadata and a meta description where you have the opportunity to use keywords, title tags, and image tags to help search engines understand what your web page is about. Your meta data and title tags should include the keyword you are trying to rank for, as well as your city and state.

Metadata are the words that appear beneath your hyperlinked page title (title tag) in search results and explains what a web page is about.

**Get your keywords and geographical designator in your website URL's, meta descriptions and title tags.**



# Off-Page

## Local SEO Tactics

Off-page signals let search engines and future customers know what you do, where you are located, and that you are a legitimate business located in their proximity that has been tried and reviewed by real customers.



### N.A.P., Business Listings, and Citations

N.A.P. stands for Name, Address and Phone Number and not only does it need to be all over your website but it needs to be identical and consistent across all of your online properties including business listings, social media accounts, and review sites.

***Your NAP must remain consistent across the internet or search engines and customers will distrust the accuracy of your information, or even your existence, as you drop in local search rankings.***

Business listing and citation management covers hundreds of online directories where you can list your business. This can be time-consuming and one of the local SEO activities that can be outsourced at a very low price.

**Use off-page signals let search engines know what you do and where you are located.**

# Off-Page

## Local SEO Tactics

### Get More & Better Customer Reviews

Gather, post, and promote user-generated content such as customer reviews and testimonials as a powerful way to affect local search engine results positively.

Customer reviews also provide the trust-building social proof that customers need to choose new products and service providers.



### Verify, Optimize, and Consistently Update Your Google My Business Account

Google likes to keep things in-house as much as possible, so it favors its own accurate and current business listings in verified Google My Business accounts when giving local search results to its users.

This is how you rank higher in search, show on Google Maps, and get a shot at making the Local 3-Pack at the top of search results.

**Verify and optimize your Google My Business Account AND KEEP IT UP TO DATE!**

# THE LOCAL SEO GUIDE

**If you don't like where your business is ranking in local search results, now is the time to use these Local SEO tips.**

- Add searchable elements such as address, phone number, and written directions in text on pages.
- Get your keywords and geographical designator in your website URL's, meta descriptions and title tags.
- Use off-page signals like a consistent N.A.P. on business listings, social media accounts, and review sites let search engines know who you are, what you do and where you are located.
- Verify and optimize your Google My Business Account AND KEEP IT UP TO DATE!

**DON'T WAIT... Your website is advertising your business 24/7 and new customers in your area are searching for what you are selling right now.**



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