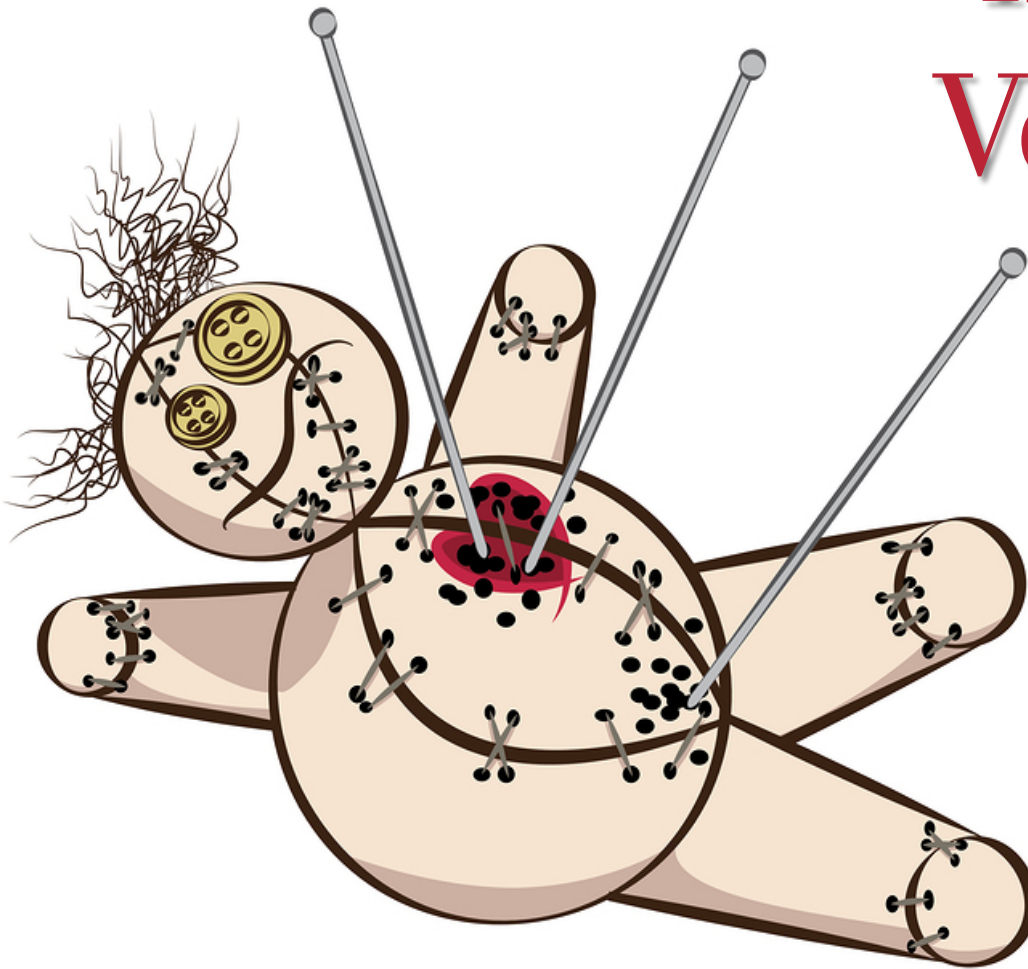


Mastering Local SEO



Local SEO
is NOT
Voodoo!



You Just Need to
Learn the Nuances
of Local SEO
to be Successful

What is Local SEO?

- ✓ Local SEO refers to the practice of optimizing a website for search engine activity related to a small geographical area like a state or city.
- ✓ While local SEO has similarities to national SEO, there are a number of differences.
- ✓ If you can master national or international SEO, you can absolutely master local SEO.



Different Types of Local Searches

- ✓ **Keyword Only**– Keywords without a city name rely more heavily on traditional organic ranking factors, although in some cases they can still include local results. Examples of this would be a *website designer* or *divorce attorney*.
- ✓ **Keyword & Location** – Keywords that include a city name rely more heavily on true local ranking factors and will most likely pull from local listings like Google My Business or Google+ pages. An example of this would be *Michigan vacation spots* or *Detroit plumber*.
- ✓ **Mobile Based Searches** - Keyword searches performed on mobile devices can produce very different results than that of desktop computers. A desktop and a mobile phone search can have completely different results for the exact same phrase which confuses and frustrates a lot of marketers. Such search inquiries and results can occur with or without a geographical phrase added to the search term.

Different Types of Dialect

- ✓ Soda vs. Pop vs. Coke
- ✓ Football vs. Soccer
- ✓ Frying Pan vs. Skillet
- ✓ Corn Hole vs. Baggo
- ✓ Super vs. Dinner
- ✓ Bodega vs. Convenience Store
- ✓ Gutter vs. Rainspout
- ✓ Davenport vs. Couch vs. Sofa
- ✓ Attorney vs. Lawyer
- ✓ Doctor vs. Physician
- ✓ Hoagie vs. Sub vs. Hero



Aaron uses corn hole and Mike uses baggo. One is from the southern part of the U.S. and the other is from a northern state.

Search Volumes by Location

National United States

Search terms		Avg. monthly searches ?	Competition ?	Suggested bid ?	Organic avg. position ?	Add to plan
pop	📈	1,220,000	Low	\$0.46	—	»
soda	📈	301,000	Low	\$0.89	—	»
coke	📈	201,000	Low	\$0.63	—	»

Google AdWords

None of your payment methods are working.

Keyword Planner
Add ideas to your plan

Targeting ?

- Clayton County, Cobb County, DeKalb County, Atlanta
- All languages
- Google

Atlanta and Surrounding Area

Search terms		Avg. monthly searches ?	Competition ?	Suggested bid ?	Organic avg. position ?	Add to plan
pop	📈	3,600	Low	\$0.65	—	»
soda	📈	590	Low	\$4.83	—	»
coke	📈	1,600	Low	\$2.78	—	»

10 Key Local SEO Ranking Factors



1. **Authority**- Just like in national search, the authority of a businesses' domain (website address) matters a lot.
2. **Keyword Focus** – Keyword usage and proper site mapping is important.
3. **Presence of Key NAP Data** – NAP means name, address, and phone number. This is the heart of local SEO.
 - Contact information on the website becomes critical, but it doesn't mean throw your location (city or state) in all your content text and H1 headers.
 - NAP should be placed in the header or footer so it displays on all content pages and posts.
 - Phone number should include an actual area code and not just an 800 number.
 - Multiple locations requires multiple location pages.

10 Key Local SEO Ranking Factors



4. **Inbound Links** - Just as with national SEO, local SEO relies on both quantity and quality of inbound links to local businesses' websites from external sites.
5. **Google My Business & Google+** - These social media profiles should have accurate and optimized categories and relevant keywords in business descriptions.
6. **External Directory References** - The availability and consistency of NAP (name, address, phone number) on other third-party local business directories is important. Examples include Yelp, Angie's List, Manta, Foursquare, Merchant Circle, TripAdvisor, and Internet Yellow Pages.

10 Key Local SEO Ranking Factors



7. **User Behavioral & Mobile Usage** - User behavior and mobile usage are both considerations. Examples of such factors include user click through rates from search, check-ins, and user calls to a business.
8. **Search Personalization** - Search personalization includes results provided to users based on what is most relevant to their interests or located closest to their physical location.
9. **Reviews** - The quantity and diversity of online reviews and rankings will also influence local search optimization efforts. These user reviews would be positive reviews from real users on legitimate websites.
10. **Social Media Signals** - Google+ authority, Facebook likes, and Twitter followers provide additional influence in determining local search performance.

Showing Up in Google Maps

- ✓ **Relevance** - Relevance is how well a local listing matches what someone is searching for. Adding complete and detailed business information can help Google better understand your business and match you to relevant search results.



Google Maps

- ✓ **Distance** - Just like it sounds — how far is each potential search result from the location term used in a search? If you don't specify a location in your search, Google will calculate distance based on what it knows about your location.
- ✓ **Prominence** - This describes how well-known or prominent a business can be. This is based on information Google has about a business from across the web (like links, articles, and directories). Some places are more prominent in the offline world, and Google will try to reflect this online as well.

Create a Cheat Sheet

- ✓ Website name
- ✓ URLs – main and cornerstone content
- ✓ Contact information
- ✓ Phone number – local area code for small geographical focused sites
- ✓ Top search terms – your top five search terms
- ✓ Short description that uses these search terms (25-50 words)
- ✓ Long description that uses these search terms
- ✓ Logo files – various sizes and file types
- ✓ Images used in main website branding or for products and services



Create a To Do List

- ✓ Add your address and phone number in the footer or header of your website. Use your local area code and not just an 800.
- ✓ Sign up for a Google My Business or Google+ page.
- ✓ Use other social media where applicable. Facebook is always good for local SEO.
- ✓ Encourage customers to check in and leave reviews.
- ✓ Use a consistent format for your address and information.
- ✓ Use keywords within your business descriptions.
- ✓ Check your local listings to see if they are accurate.
- ✓ Add your business to new local directories or use a service like Yext's PowerListings or GoDaddy's Get Found.



Get Help With Local Listings

advice**local**

MOZ

 rioseo™

 **Locu** A GoDaddy Team

ezlocal.com

yext

dex media

LocalVox
A Vivial Company

OpenLocal

UBL
Universal Business Listing
List Once. Be Found.

 Synup

BrightLocal

neustar. // Localeze.

 **singleplatform**

Avoid Common Mistakes



- ✓ Usage of 800 numbers, but no local area code.
- ✓ Phone numbers as images and not text.
- ✓ Digital business listing is different than the actual physical address of the business.
- ✓ Duplicate listings in local search directories.
- ✓ Inconsistency with business name, address, or phone number in online directories.
- ✓ Incorrect categories used in local directories such as Google My Business.
- ✓ Unverified listings in local directories.

Thanks For Attending!

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