LOCAL SEO WHITE PAPER

Making your brand famous in your location

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INTRODUCTION

All SEO methodologies aim to increase a business' visibility to a targeted audience, but local SEO takes targeting even further. By focusing on customers and prospects in a specific area, local SEO can drive traffic to websites and physical establishments. Local SEO makes it easier to gain an edge against the competitors in your area.

Restaurants, retail stores, law firms, car dealerships and even dental practices or medical facilities can benefit from local SEO.

An effective local campaign requires a combination of geo-targeted optimisation and content marketing, business listings and backlinks, and user-generated reviews.
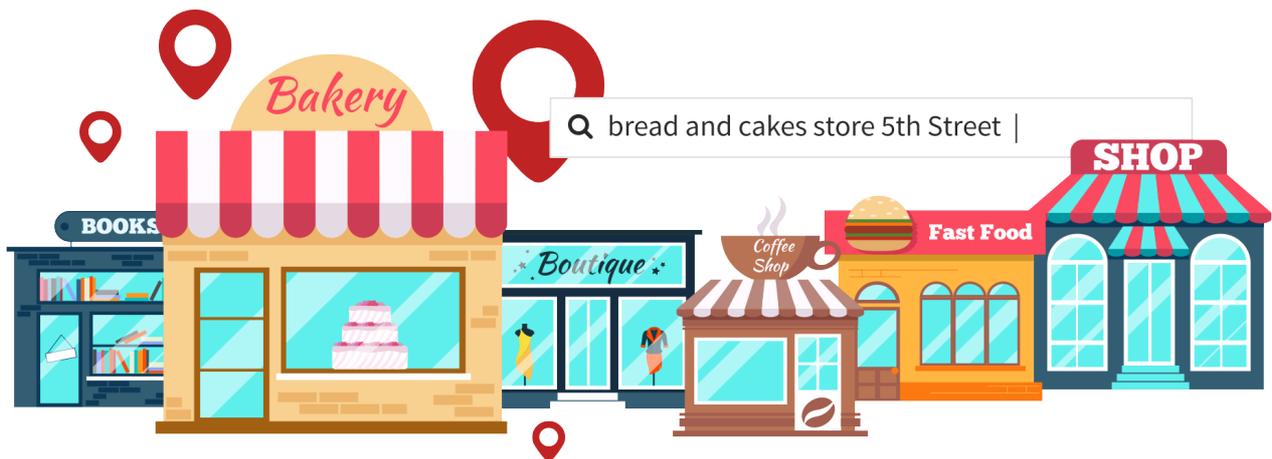
MANAGING BUSINESS LISTINGS
AND SOCIAL PAGES

Google My Business may be the most popular listing website, but that does not mean you have to limit your local campaign to this. We claim, verify and manage your business listings on:

Google's Business Guidelines change quite often; it is important to check if the information on your pages are correct as the business changes.

Your local campaigns may also benefit from our social media services, which will cover your Facebook and Twitter accounts. We keep these listings and pages updated for your business.

Chapter II

OPTIMISING WEBSITES FOR LOCAL AUDIENCES

Local SEO uses the same elements as traditional SEO does, but it requires a few specifically targeted elements, as well.

CONTACT INFORMATION AND BUSINESS HOURS

This is the information search engines, listings or directories, and customers often look for when they first visit local business websites. A business' operating hours and contact information, which includes its physical address and phone number, should be displayed on every page of the website.

HYPER LOCAL KEYWORDS

Keywords and phrases containing the business' location should appear in the title tags, meta descriptions and content. Simply targeting a city may not be enough to drive local leads. Go hyper local by targeting specific communities within your city to get more customers through your doors.

Our SEO teams analyse where local website traffic is coming from and use that data to choose better geo-targeted keywords.

Chapter III

TARGETING LOCAL MARKETS WITH CONTENT

Content marketing for local campaigns requires the same amount of creativity and quality for any other SEO campaign, but it has a stronger emphasis on calls to action, influence marketing and topics relevant to the business' location.

FEATURING LOCAL TOPICS

Our writers create content based on what is relevant to your business and your location. Content focusing on local trends or even area-specific laws related to your industry can be a good way to establish your authority as an information resource.

CREATING BRAND ADVOCATES

Our writers do not just sell or announce your products and services; they encourage customer loyalty and create brand advocates. Customers who love your brand can promote them through word of mouth and social media sharing.

ESTABLISHING BUSINESS IDENTITY

We use schema markup to make sure your website's local content is correctly identified by search engines.

- Local Business Information (Phone, Address, Business Name, Opening Hours)
- Map Schema
- Product Information Schemas
- Images and Logo schemas

Chapter IV

BUILDING QUALITY CITATIONS

Quality backlinks are an important aspect of any SEO campaign, but citations are even more important for local SEO. Citations are brand mentions made by customers or other businesses on third-party websites. These brand mentions are key ranking factors in local search.

Some of the most important and effective types of citations:

SOCIAL OR BLOG CONTENT:
To acquire citations, encourage brand advocates and local influencers to talk about you in their blogs and social media accounts.

BUSINESS LISTINGS AND REVIEWS
Citations can be in the form of listings in business directories, local networks and review sites. Managing these listings and getting more customers to post positive reviews of your business can add more citations.

GUEST POSTS AND MAGAZINE PUBLICATIONS
Get people to write about your business in an online magazine, or publish your own articles and press releases to increase your exposure and establish your brand as a leading authority in your niche.

Our local SEO packages include citation building and link development services to get your brand's name mentioned in social media, online publications and more.

MANAGING CUSTOMER REVIEWS

Your local listings and social accounts need to have unique content that goes beyond your business description, operating hours and contact details. The best way to get this type of content is through customer reviews.

Integrate links to your social media pages and business listings on your website, publish press releases about your new listings, and engage customers through online content as a way of getting them to share their thoughts.

Get positive reviews from your customers by providing great services and quality products, but this is not the only way.

Here are some of the techniques we use:

- Magazine/News Placement
- Blog Post Outreach
- Press Release Creation and Submission
- Video Creation and Submission

Chapter VI

CONCLUSION

With search moving to mobile, it is imperative that businesses adopt a local SEO strategy. It is not a matter of simply increasing traffic to your site; it is about staying geographically relevant to your audience and not losing to your competitors.