

Lesson no. 12 LOCAL SEO

LOCAL SEO

Local SEO is an effective way to market your business online. It helps businesses promote their products and services to local customers at the exact time they're looking for them. Local SEO uses a variety of strategies — getting your site ranked on search engines like Google, business directories such as Yelp, Superpages, Foursquare, Yellowbook, **Google My Business listing**, Bing Places for Business page, localized content on your website, online reviews and other strategies.

Local SEO services offer a much targeted online marketing approach, (it's not like dropping off brochures on front-porch steps or paying for an ad in a local newspaper that may or may not be seen by a potential customer that is actually interested in your products or services). Local SEO companies allows you to position your business on search engines and other digital marketing platforms so you're seen by potential customers — on *their* terms.

I. **GOOGLE PLACE OPTIMIZATION**

i. Consistency Is Key


It is important that your Google Place profile contains the same information as any other profiles your company may have online. Google Place pages create another opportunity to build trust and consistency as part of your marketing strategy. Be sure to audit your other profiles and answer each question as consistently as you can. There are some additional ways you can create consistency on your profiles such as:

- a) Linking: improve searchability by linking your additional profiles together
- b) Imagery: utilizing the same imagery on multiple place pages will create consistency
- c) Branding: consistency in naming and referencing your brand is extremely important

ii. Complete All Information (Even if it is Not Required)

Have you ever heard the expression “better off safe than sorry”? Take the same approach when setting up or editing your Google Places profile. There may be questions that you consider irrelevant but could ultimately have an impact on how you are found online. Make sure that you are filling out all standard information including:

- a) Company Name
- b) Address
- c) Phone Number
- d) Website
- e) Email Address



Basic Information

Please note that changing your address or business name will require additional verification via mail or phone.

*** Required Fields**

Country: *

Company/Organization: *

Street Address: *

City/Town: *

State: *

ZIP: *

Main phone: *
Example: (201) 234-5678 [Add more phone numbers](#)

Email address:
Example: myname@example.com

Website:
Example: http://www.example.com
 I don't have a website.

Description:
200 characters max, 200 characters left.

Category: *
Which categories (up to 5) best describe your business?
Ex: Dental, Wedding Photographer, Thai Restaurant
[Add another category](#)

Institute
[An Institute of Information Technology]

Adding additional elements to your page such as photos or videos are also an opportunity to optimize your content and share a little bit more about your company with your prospective clients.



iii. Encourage Interaction & Reviews

User generated content can be a very powerful optimization tool. Actual customers may be using additional or different keywords or phrases to describe their experience with you. Reviews also add validity to your statements and information written by your company. Nothing speaks higher of a company than the testimonials of its customers. I would recommend encouraging customers or clients to participate or simply urge them to visit your page and see what they think. Some additional ways that you could encourage interaction would be:

- a) Posting video testimonials on your Google Places page
- b) Encourage clients to upload photos of themselves at your establishment or with your team

Reviews

Your rating: ★★★★★

Food

Service

Atmosphere

Value



bellho2nd - Dec 20, 2011

★★★★★ **I been visiting Minneapolis on busy** for several months and made this restaurant one of my stops whenever in town. HIGHLY recommended.

Liked: Service, Atmosphere, Value, Food

Was this review helpful? Yes - No - Flag as inappropriate



Daniel - Dec 19, 2011

★★★★★ **Try 112 beef tartare!** Amazing food!!! Loved it!

Was this review helpful? Yes - No - Flag as inappropriate



Yan - Nov 28, 2011

★★★★★ **number one in minneapolis !!!!!1111**

Liked: Food, Service, Atmosphere, Value

Was this review helpful? Yes - No - Flag as inappropriate



Lauren - Nov 17, 2011

★★★★★ **Like everything about 112 Eatery from the location** (Lindon Hills) to the atmosphere (quaint) to the food (excellent) to the service (and excellent)! Definately a great date spot.

Liked: Food, Service, Atmosphere, Value

0 out of 2 people found this review helpful. Was this review helpful? Yes - No - Flag as inappropriate



iv. Local Keywords

Including relevant and purposeful keywords in your Google Place profile is a strategic way to increase optimization. However, you will want to avoid over stuffing your description with keywords or utilizing keywords in your business name that are not relevant to your offering. Does your research up front utilizing your analytics account to determine what keywords are appropriate for your business?

v. Focus on Your Specialties

Do not be afraid to add details about your service offering, solutions, or products that will help your customers find you. A simple analysis of your Google analytics account can tell you what keywords users are searching for to find your company. Do your best to use those descriptions in your company overview and specialties area.

Think of what your customers will be looking for and provide imagery or documentation that will show your expertise.



The example included above separates this company from their competition. I would venture to say that of the companies that came up in my search this for “Tire Repair, Minneapolis” their profile was the most consistent and complete. Instead of having to further investigate on the company on their website I was given adequate information which would led me to contacting them immediately.

II. CLASSIFIED SUBMISSION

Classified submission is one of the most important tools in the hands of the webmasters to make the website visible to the world and promote their product on the web-world among the clients. The classified submission allows the webmasters to display their needs and requirements to the outside world

Classified Submission used to get great exposures to the site and promote its product as well as the services. This will be done through the creation of good and useful content that will be noticed by the visitors.

III. USING H CARD

An hCard is a Business Card with information, a hReview is a review (on a movie, business, restaurant, etc...), and other cards can even include recipes (very important for measurements).

The hCard provides a set of values for the class action and it is used to explain contact information, such as names, addresses, telephone, email address, instant messaging names, and the organizations. Think of it this way – without the hCard, the search engine doesn't know if "Main Street" is just two words, or if it is an address.

Let's take a look at an example:

```
<div id="" class="vcard">

<span class="fn n">

<span class="given-name"></span>
<span class="additional-name"></span>
<span class="family-name"></span>

</span>

<div class="org">Thriveworks</div>

<a class="email" href="mailto:support@thriveboston.com">support@thriveboston.com</a>

<div class="adr">

<div class="street-address">872 Massachusetts Avenue, Suite 2-2</div>

<span class="locality">Cambridge</span>,

<span class="region">MA</span>,

<span class="postal-code">02139</span>

<span class="country-name">United States</span>
```

```
</div>
```

```
<div class="tel">(617) 395-5806</div>
```

```
<p style="font-size:smaller;">This <a href="http://microformats.org/wiki/hcard">hCard</a>  
created with the <a href="http://microformats.org/code/hcard/creator">hCard  
creator</a>.</p>
```

```
</div>
```

As you can tell from above, the microformats are not visible to the person reading the page. The hCard is purely for Search Engines and Browsers. The only visible difference is the spaces from the div elements.

The example above only shows a few ways to use the hCard, but other examples include email addresses, birthdays, photos, organization, workcell, phone numbers, home, and work address (etc...).

IV. CITATION

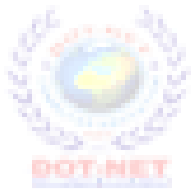
Citation is an online reference to your business's name, address and phone number (NAP). Like links to your website, Google uses them when evaluating the online authority of your business. Unlike links though, citations don't need to be linked to your business's website in order for you to be credited for them. So, having your NAP listed in plain text is fine.

A partial citation is one which includes only part of your NAP – maybe your name and phone number or name and address. This is better than nothing, but not as beneficial as a full citation. A full citation is one which includes your business's complete NAP. It doesn't matter how that information is visibly listed (horizontally or vertically), so long as it's all there. This is an example of a full citation:

SEOMark, 34 Links Drive, Birmingham, West Midlands, B91 2DL (0330001152)

For a citation to help with your local SEO strategy, it's important that it exactly matches the NAP on your website and on your Google My Business page. What format you choose for your citations isn't important, but picking one format and sticking with it is. You need to be

100% consistent in the name (abbreviations? Ltd?), address (suite number? floor?), and phone number (+44? spaces or no spaces?) used when building citations.



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