



LOCAL SEO FOR DUMMIES

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Introduction

Local SEO, or Local Search Engine Optimization, is the right path that every local business should take to reach generate awareness and traffic in their local market. Every local business' website must be designed for local SEO to get noticed by search engines to generate “near me” type results. Global searches are very much dissimilar to local searches, as search engine algorithms for both kinds of searches are also different. There must be specificity in optimizing a local website in order to fit what major search engines are looking for in a local search category. In local SEO, there is a smaller kind of audience targeted, and the geography of the market is also very much considered if

you want to rank high in local search engines like local Google, Yahoo local, and Bing.

For brick-and-mortar businesses, it is very important to reach out to local customers. It is useless to reach global customers that can't even visit your business office or store to purchase your products and services. Another reason why local SEO is vital for brick-and-mortar businesses is that there is no way business owners can reach the local market if the information and content on their websites are not designed locally. Let's see how you could start right in designing your website for local SEO.

First, there must be an active optimization of your website and if you don't have the know-how, hire a local SEO expert to do it for you. Be

sure that the local information is included either in the domain, the page title, the body of the content, or wherever possible. If you hire someone, make sure that you talk about your ideas so both of you would have a good understanding of what to expect with your goal to reach local clients. There are a lot of situations where this stage has been overlooked again and again. Business owners who commit this mistake often wonder why they are getting zero sales leads from their local SEO campaign.

Second, it is advisable that your target keyword is included in your business name. Some people insist creative names to look cool, but by putting a keyword in your business name, this would give you a fast ranking jumpstart and would eventually bring

massive traffic to your site. For example, if you are a dentist in Parramatta, put the word "dentist" in your domain name or your website's title, plus your geography keyword "Parramatta." Indeed, this is so simple, and many find it awkward, but this is a very powerful local SEO strategy.

Another local SEO strategy is that your physical visibility information must be in your Web Pages or the contact page of your site. Put your office or business address, phone number, and area code. Doing this creates trust in your visitors, and they would be more likely to become repeat clients in the future. This information must have a link, either in your header or in your footer, to make sure these contact details are always visible. You can also include some landmarks

information in your contact pages to make sure that your physical address is easy to find. Also, register in Google local maps and put your business on the virtual map. Ask your local SEO expert on how to do this.

Don't forget to balance quality over popularity. Local SEO is not just about attracting people to your site but pulling the right people who are serious about your business. Think of the keywords a possible client would type if they want to buy a product or get a service. Put yourself in your customer's shoes as to better understand them.

Speaking of understanding, know your competition and the profiles of your prospective clients. Some useful details you can find out are: What's the average age and status of the

competitor's clients? What's the salary level of most visitors? What's the common gender of people who visit the sites? Another thing is you should learn how your competitors design their website. If most of them use color white for their website, then it may be good to use color white and put some color twist, like a red or a yellow, to make sure that your site is more attractive and interesting to visitors.

Local SEO is very much different from Global SEO because you need to do a laser-like targeted strategy and not just a shot in the dark. Take action now to reach your local community and increase your sales astronomically.

CHAPTER 2

What Is Local Seo And How Do They Help Increase Your Businesses

SEO has always been the choice of every business in order to get organic and cost effective searches for their brand or service. It is the most preferred service that is suggested by every digital marketing company to its client as it promises the maximum benefit. Those well acquainted with SEO would know the importance of local SEO and how it is useful for practically every business, big and small.

What is different about local SEO is that it targets the people in the area where your business is established, which makes it a very potent tool for

those brands who want to rope in the local crowd and increase visibility for their business.

Naturally, the technique of search engine optimization (SEO) has become the latest trend of promoting business on the internet. Through interesting articles containing the correct keywords related to your business, you can effortlessly draw an increasing number of visitors to your website.

Importance of Local SEO

However, the global reach of the internet may also mean that small localized enterprises often get lost in this vast ocean of information. When a prospective customer is searching for a bakery in a particular area, and your bakery is one among a long list of bakeries from all over the nation, there

is every chance that he loses interest much before noticing your name.

In such a situation, local SEO is your most effective strategy to stand out amongst the crowd of me-too companies and staying ahead of the competition.

Whom Does Local SEO Benefit?

Local SEO can be an extremely viable option for small enterprises or entrepreneurs working on a shoestring advertising budget. Prospective customers are more comfortable working with local companies with whom they can interact personally. Also, sourcing for a product from a local company is often less expensive than transporting it all the way from another part of the country.

Until and unless it's a niche item, most

customers settle for local products. If you are looking for ways to spread your business within your locality or nearby areas, local SEO on the internet is your best option.

By using area-specific keywords, you can harness the power of local SEO to grow your business and sell your products or services to the people in your geographical area. Local SEO is also important for business houses dealing in bulky materials like furniture, bricks or electronic items which are available almost everywhere or which are difficult to transport.

Ways to Maximize the Benefits of Local SEO

Here are some major factors that prove local SEO services help you to attract new customers, thus increase your

business.

1. Local customers are switching online to find businesses in their local area:

The world has gone mobile and approx 65-70% of people using the Internet to find a service in their local areas. There are only 35-30% people who use paper directories to find information.

2. Prompt and highly focused: Using local SEO and online directories help you to connect with your potential customer when they need you. There is no better time to connect with your customer when they need you.

3. Growth in mobile users: More and more local customers use their mobile to find out the local business while they're walking around. Local SEO marketing services covers both mobile

and desktop users that mean you never miss out your potential customer.

4. Increased rate of ROI: Local directory marketing have higher conversions than others. Unlike other advertising mediums, it assures you little-wasted exposure. This proves that local SEO is both efficient as well as cost-effective.

5. A chance to go ahead of your competitors: Many local businesses have not got an online listing for their business. Only 10% of businesses have made their Google place listings, and here you get a chance to go ahead before your competitors wise-up, and you get more competition.

6. Many of the online directories are free for now: It's free to claim your listing in online directories and Google

Maps. That's free promotion of your business right now, but it may not be forever.

7. Local newspapers are in massive decline: There are very few people who are reading local newspapers. The reason behind this massive decline is that people are turning towards the Internet for their local news as well as to find the local business and services.

8. High trust on online business reviews: Word of mouth is a major factor in the success of local businesses. Get your prospective customers to review your business online and draw hundreds of new customers.

These factors are strong now, and they're going to get stronger and more significant in the future. Now, it's your time to take advantage of local SEO

and boost your business before your competitors reach there.

CHAPTER 3

How Important Is Local Seo

The search engine is not all about making it to the top. To get there, one must have an aim, a target. We all know the basics of SEO right? The keywords, headings, title, etc. but what people do not care about is where their page will land on search engine results. When you try to optimize a website with no aim, the risks of waiting for a long time and wasting more money on SEO more than your ROI is high. For example, if your business is a law firm, you are not the only one that has a law a firm. So the competition is tough. How do we increase the chance and

deliver results fast? We use local SEO.

For any online business owner, search engine optimization (SEO) is part and parcel of any online marketing strategy, but have you ever considered local SEO marketing as a part of having a successful home based business? There are some excellent benefits to be gained from focusing on local marketing, and this is rapidly becoming a very popular means of making money online.

Here are three reasons why local SEO marketing is important to your online business and how you can benefit from its popularity.

One of the biggest advantages of using local search engine optimization is that it generates hyper-targeted traffic. Generally, SEO is considered as one of

the most important methods of getting targeted traffic over a sustained period of time. The reason for this is that the traffic it generates is based on the persons' search queries, and by making use of a specific geographic area, you are adding an extra modifier that makes sure that visitors are not only finding your website based on the subject of their search but it also has the advantage of location, which in turn adds more interest in the product or service you are offering.

There is less competition, and even though more legitimate online businesses and traditional offline businesses continue to add local SEO marketing strategies, it is still not as widely used as the general type of search engine optimization. Even if every single online home based

business in your particular are were competing against you, there would still be less competition than usual with general SEO. It is still essential that you check not only a number of online businesses you are competing against but also the kind of search engine optimization tactics they are using. You will probably find that over the last couple of years many of them will be involved in local SEO marketing as well. The key to success here is to research the top few competitors and ensure that your SEO strategies are more effective than theirs if you want to not only compete against them but beat them.

Another reason to be involved with local search engine optimization is that it can very often produce considerably higher conversions, which could be in

the form of newsletter subscriptions, direct sales or the possibilities of having people call you directly depending on the nature of your online business. There are a few different reasons for this, the main one being that you will be generating hyper-targeted traffic, which in effect means that they are actively looking for the type of product or service that you are offering and also that they are searching in your specific geographic area. The majority of people who search locally want solutions that will immediately solve their specific problems, and if you can get their attention and give them what they are searching for, they will be very happy to take advantage of what you are offering.

Hopefully you can see from this that

there are numerous reasons why your online businesses should be involved in local SEO marketing, and to summarize; you will be enabling hyper-targeted traffic which in turn can substantially increase your conversion rates, and in addition, you will have fewer people to compete against. Even if your online home based business does not have geographic restriction, you can still benefit from using local search engine optimization strategies.

CHAPTER 4

How To Have Your Business Name In Search Results

Why am I still not on Google? This is a very common question running inside the minds of any business owner who's trying to gain new prospects from Google. However, there are probably millions of other people who sell the same products and services as you, and there are no real short cuts to becoming number one.

In this section of this book, we will discuss the most important elements that determine how well your website will rank on Google.

1. Content

Your website content is the most important element that makes your website rank high on Google. Your website content will also indirectly help solve other elements listed below.

Don't expect your website to show up on Google if your website has only one or two pages. Google tries to judge the importance and significance of your website by reading your website's content on all pages located on your domain. With more content, it becomes much easier for Google to understand what your website is about and Google will be able to list your website in the search results of related keywords.

However, do not add non-relevant content to your website for the purpose

of increasing the number of pages. Google's algorithm is used to judge whether a website contains relevant and useful information or if it's a scam. The most useful and relevant websites will always rank first in search engines.

A good website service and internet marketing company will always keep this in mind, and they will give you advice on additional content or provide content writing services (if necessary).

2. Internal and external links

Google sees internal and external links as a referral from one website to another. This is important because when a reputable website refers another website, Google's rating of the other website will rise. However, be careful who you link to. If your

website links to a non-reputable website, it will cause your website's reputation to go down.

So how does Google rate the reputation and legitimacy of a website? Google achieves this by using a Page Rank (PR) system. Every website has a PR rating which is largely affected by the techniques discussed in this article or decreased by supplying misleading information and using deceiving SEO techniques.

3. Search Engine Optimization (SEO)

By using smart and organized SEO techniques, you can tell Google what your website is about. This means Google will understand which topics and keywords will trigger your website

to show up in search results.

When search engine optimizing a website, it's easy to become influenced to find ways to cheat the system. Don't fall into this trap. Google will find any deceptive techniques, and your website will be penalized. Make sure you only use honest SEO techniques.

4. Directory Marketing

The last and most important element in making your website show up in Google search results is by Directory Marketing. Some directories are industry-specific. Some directories are regional. Some, like the phone book, are a combination of the two. The most important thing is having your business's NAME, ADDRESS and PHONE NUMBER listed correctly across all local directory sites, such as

Google Plus, Yelp, Foursquare Yellow Pages and similar sites.

Online directories are powerful because they represent one place where you can gather lots of information. Since the job of search engines is to report websites with the most relevant search results, directories often get high rankings.

The detail which makes up the content of a typical online directory is very relevant to the search engines because the content matches what people are looking for. To get your business and your website discovered, you want to have your business listed in as many relevant directories as you can. In most cases, you don't even need a website! Just fill in the blanks on an online form

within the directory, and it's done. Of course, if you DO have a website, you'll be able to include it in the directory.

Optimizing your listings

Don't let the term throw you off. Optimizing your listing just means verifying the details already uploaded are correct. This is important because sometimes a directory may have a wrong description, your previous address or phone number, or otherwise faulty information like:

- Putting in your website address
- Uploading pictures
- Entering your business category or categories

Optimizing your profile on the directories adds good and valuable

content. In most cases, you'll be given the opportunity to describe your business in great detail, choose several appropriate business categories, name specific brand names you sell, which all enhance your listing's relevance. This is an excellent way to get your business discovered online.

Lots of online directories offer free listings. The ones you find yourself on already are of course, free. Most have a motive for making themselves free; and that is to get you to upgrade to a premium service which is fee-based. The premium service generally comes with a more robust set of tools to get your listing more exposure. Proceed with caution in paying for upgrades on these directories. Some may be worthwhile some may not.

To find out where your business may

already be profiled online, just go to the search engines to look yourself up! You'll want to go to the 3 major search engines:

- Google
- Bing
- Yahoo

Type your business name in and see what results come up. Then try your business name accompanied by your city & state. Then try leaving out your name and enter your business type and city & state. Read through the search results, not just looking for your own business but the directories shown in the search results.

Go to both the directories where you find your business listed and to the ones where you don't; especially if you

find your competitors there. Search for your business again once you get to the home page of any directory. If it has you listed, you will have the option to "edit" your listing. If not, you'll most likely have the option to "create a listing."

Bottom line

Over the years, the number of companies offering SEO services has significantly increased. Many people purchase SEO services, but they are often faced with disappointment when they see little to no change on their website's position in Google search results. To avoid this, a good SEO marketer should understand other elements involved in search engine ranking.

To put it simply, there are no easy

ways to rank high in Google. Only real way to do this is by offering good, useful and relevant content together with other methods discussed here without using any deceptive techniques (which will penalize your website).

CHAPTER 6

How To Dominate Local Search

If you want to boost your business ranking in local search, you need to work on finding ways to stand out among all of your competition. And because the internet allows people to deal with companies on a global basis rather than only a local or regional

basis, this means that your business has much more competition online than it does offline. This makes getting to the top of the search engines a must. Studies have shown that most people who perform web searches rarely look past the first page of search results; therefore, your company is going to have to dominate the search engines.

There are some methods your company can use to get noticed on various search engines. Not all of these techniques are right for every company; each business will need to decide which ones will be best for them. However, it will be easier to dominate the search engines if your company uses several of these methods in conjunction. Here are some strategies you can try:

Update Google Places Pages

Completely

This may seem a pretty obvious factor and it is, but it is one that we all too often see overlooked. Each area of your Google Places page should be completed in full to provide the user with as much information as possible. This helps the CTR (click through rate) and also shows Google that you have put a bit of effort into it.

Take the time to get ten professional pictures of your business premises or staff (Google will do this for you if you live in the UK!), and if you don't have any videos, you can use Animoto or similar online tools to create a few short videos quickly.

Keywords in Title/Description

Where possible, include your targeted keywords in the title (only if it's your

real business name) and in the description (Be careful not to overuse keywords or be spammy). Also, take care to choose business categories that are both best associated with your business and your chosen targeted keywords.

Photos and Videos Geotagged

Upload your photos to Panoramio or Flickr and tag their locations to correspond with your Google Places page.

Quantity (Quality) of NAP Citations

The amount of citations and the quality of these citations is still a huge ranking factor. Citations from other local authority sites have more weight than citations on irrelevant sites.

It is essential that your business name,

address and phone numbers are identical in each citation and on the business website and Google Places page.

Number of reviews

This has been a source of many debates but from experience, having over 5 reviews has a positive effect on your Google Search Ranking. It not only helps the ranking but obviously improves CTR if you can have positive reviews from past clients.

Proximity to the city center

The distance your business address is to the city center or the "centroid" is also a ranking factor. The closer it is the better. If your business is located far outside the city that you are trying to rank for, it might be a good idea to get a PO Box or other address

somewhere near the city center.

There are many other factors that Google takes into account, but if you have most or all of these ticked off, you're well on your way to dominating your local search results.

CHAPTER 7

Solutions to local search problems through Business Listing

Local Business Listing Service significantly helps business owners target the right audience on the internet. It is for businesses to be in touch with the local customers and local business listings can be used more effectively for this purpose. In

addition to that, a local business listing is more cost effective and far-ranging compared to printed ads and other promotional platforms. This also makes it a lot easier for owners to manage their directory listing from a single website from the comfort of their homes or offices. Business owners enjoy the benefits of online directories because it gives them the chance of letting the people in the area know about the existence of their businesses. If your business targets the local market, you will certainly understand the benefits of cost-efficient publicity for your business. Letting the people know that your business is in operation and it can provide them great services is an integral part of any company promotional strategy.

For starters, an online business directory focused on a local area is a good way to promote your business locally while still not discounting the possibility of reaching other possible customers from other areas. Getting your business name and contact information listed in the local business listing services is a good start for a healthy business in the future. You have to understand that the internet has become an increasingly important promotional tool for various types of businesses and services so whether your business is local wide or nationwide, it is important that you at least give it a try and see what these local online business directories can do in propelling your business.

There are internet based local directories that offer free services in a

directory listing, and you also have an option to be included in the upgraded listings which can be very good for your business. A lot of people are using online directories in locating local services and business stores including doctors, lawyers, mechanics, and other services commonly needed by local consumers. If you can find an internet based business directories popularly used in your local area, then you can have a greater possibility of exploring the potentials of what the internet can offer to your business and how it can significantly improve your sales.

Listing your business in a local directory will certainly increase your competitive edge not to mention the benefit of easily reaching a wider market niche within your locality.

Online local directories are very popular for consumers and owners alike because of the easy access to information it can provide particularly in locating businesses and service based professionals in the local area.

Not only would you be able to provide easy access to your customers but you also get to advertise your services and products to local consumers. To make it simple, the more publicity you can make for your business the more possibility you get for improving your sales and market exposure. And with the help of online local business directories, you can explore the potential of internet marketing in further advancing your competitive edge in the market.

YelpHelp.us is an Internet marketing agency providing strategic solutions to

businesses to use all aspects of the Internet for the marketing objectives. We build citation listings to you're your business in control. The creativity and imagination from YelpHelp.us helps drive traffic from Yelp.com and other review sites. We monitor online reputation and provide practical ways to increase reviews and star ranking. We can help your business drive mobile searches to your local business. Initial research provided by YelpHelp.us develops a digital strategy that can be measured every step of the way to ensure business growth and revenue generation.

Conclusion

If the majority of your customers come from around the area, then Local SEO is for you. Doctors, dentists, restaurants, and hair salons are all examples of businesses with a local clientele that would benefit from this package. You've probably noticed that

when you search on Google, many results are displayed directly on the page - without the searcher even clicking on your website. They may get a phone number or address from some of these sites without even seeing your site. Some of these are Google listings (from Google Plus), and others are from a variety of local focused listings like White Pages, YP, EZLocal, Merchant Circle and more. These sites "scrape" information from other pages and may or may not be accurate.

If you want to succeed locally within local search queries, you are going to have to ensure your company is doing a number of things right:

- Be sure that your company is listed correctly across the internet.

- Proactively update listings with changes to addresses, phone numbers, hours, and services.
- Ensure your website metadata is focused on local searches.

- Activity engage customers with Social Media

- Encourage positive reviews (especially on Google).

Conclusively, to improve your business visibility and revenue, consider Local SEO today!