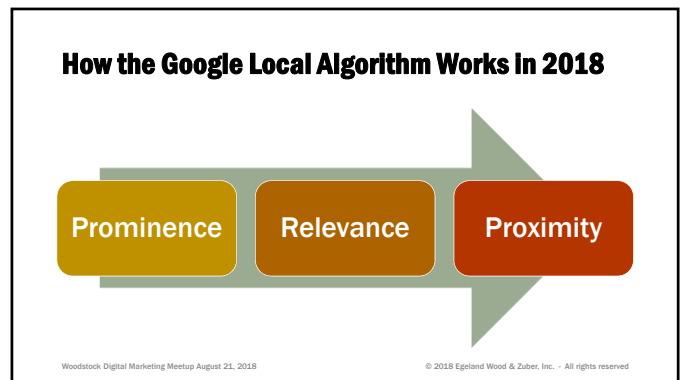




What IS Local SEO?

We are glad you asked...



Prominence

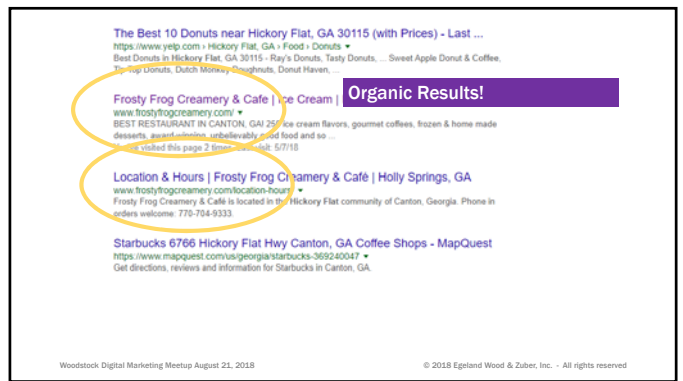
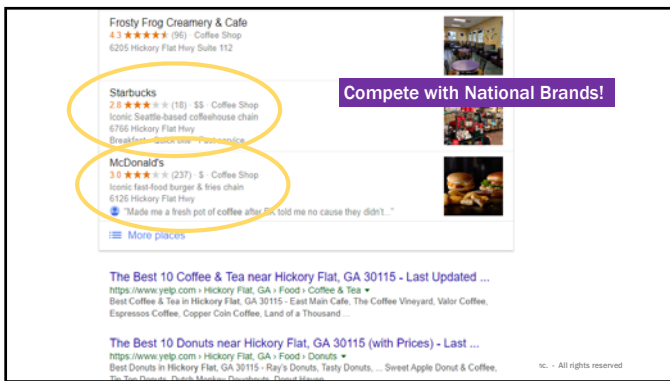
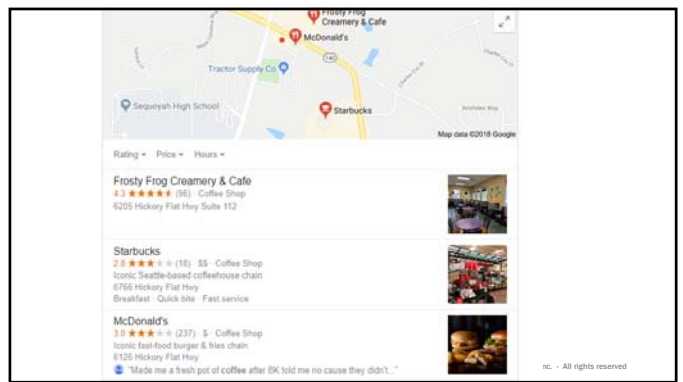
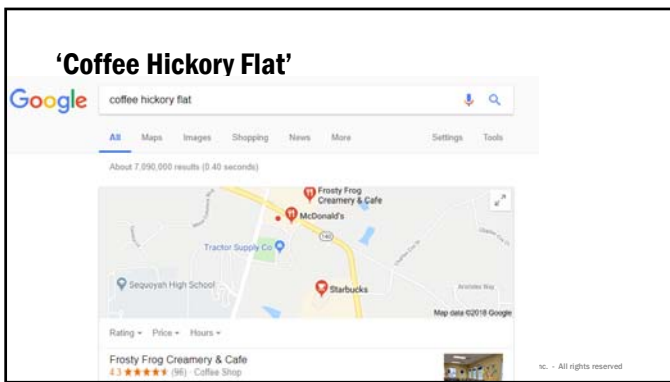
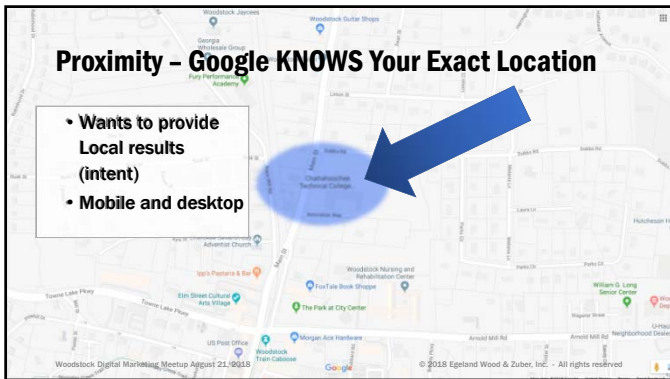
- Mobile-friendly, responsive Website
- Compare to the competition?
- Google mobile-first index
- Secure

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Relevance

- Do you provide the answers to what the searcher is looking for?
 - Products
 - Services
 - Address
 - Phone Number
 - Reviews

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What Can You Do?

Take Control!

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On-Site Factors

Elements on your Web site that you control & change

- Site Architecture
- Copy
- Internal Links
- Images

Off-Site Factors

Information about you on other Web sites that you provide

- Helps search engines understand who you are
- Tells Google what the world thinks of you
- Conveys quality, authority and trust
 - Do you provide content that makes users happy?
 - Are you considered an authority?
 - Are you a trustworthy Website?

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Site Architecture

- Group related products or services together
- Allows search engines to understand your pages
- Makes it easier for humans to understand and navigate

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Copywriting Is Key!

- Good descriptive copy about your products & services
- Use keywords, keyword variations and synonyms
- Title Tag & Description Tag

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NAP on Every Page!

- Name, Address, Phone Number (NAP)

NAME
ADDRESS
PHONE

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Internal Links

- Connects one page of a Website to a different page on the same site
- Sends a signal to Google on what the page is all about
- Helps site visitor move around

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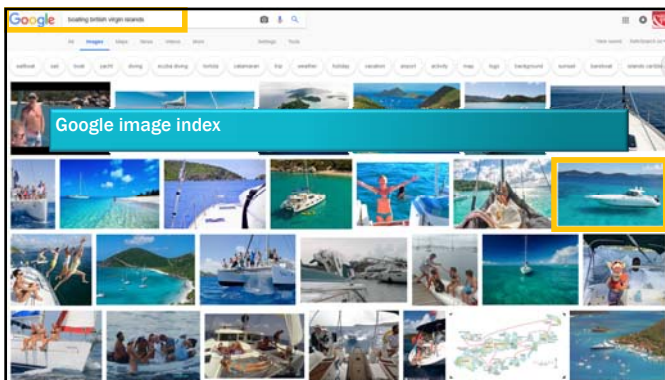
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Use Images to Visually Convey Information

- Can greatly enhance Local and Organic position in search results
- Be sure to optimize file size to keep your site fast

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Off-Site Factors: It's Like Votes for the Homecoming Queen

A collection of votes decide who's the winner!



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Citations

- Mention of your business that appears on other Websites
- Contains NAP, description, hours, link back to you
 - Yellowpages.com
 - Manta.com
 - BBB
 - Yelp
 - Mapquest
 - Social media profiles
 - Local.yahoo.com

NAME
ADDRESS
PHONE

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Directory

- Business directories or trade directories
 - Woodstock Business Association
 - Chamber of Commerce
 - National Association of Realtors
 - Georgia Plumbers Trade Association
- Has NAP and other information

NAME
ADDRESS
PHONE

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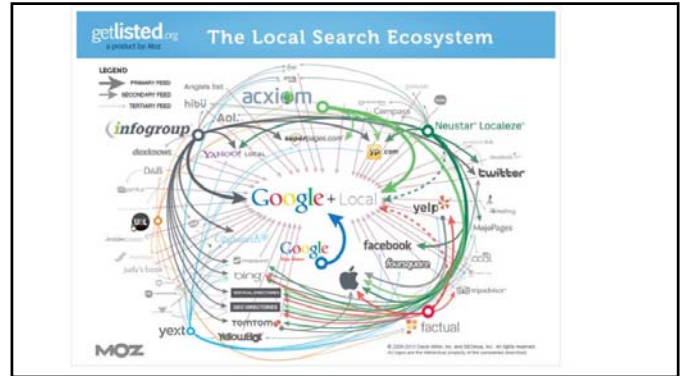
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The Local Search Ecosystem

Build-up those votes!



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Google My Business Listing

- Search Results, Maps, Google Posts, Knowledge Panel
- Claim it
- Update with information

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Google Knowledge Panel

- It's what Google shows about you when someone does a search on your business name – branded search
- Information comes from Google My Business listing

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Customer Reviews & Testimonials



- Star system (1-5 stars)
- Many citation Websites have their own rating system
- Google scrapes and shows reviews
- **You should be actively asking for and monitoring reviews**

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FREE Local SEO Assessment!

- For Meetup attendees only
- What's the status of your Local SEO?
- Can customers find you?
- All I need is your NAP – Name, Address, Phone
- bzuber@ewzusa.com | 770.704.6559

NAME
ADDRESS
PHONE

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