

WHY LOCAL RANKING IS IMPORTANT

AND TIPS TO MAKE IT HAPPEN

There's no question that local search traffic is one of the fundamental elements of success for businesses. More people than ever go online to find local services to connect with businesses near them. Your potential customers may understand how to find you – but do you understand how to be found by your customers?

Here are a few easy tips to help you start increasing your visibility across the web so you can meet your customers where they search for you the most.



REGISTER WITH GOOGLE MY BUSINESS

It only takes a few minutes and is one of the easiest ways to start marketing your business. Set up your profile and verify your address. Start creating your business citations (Name, Address, Phone Number). Inaccurate citations can hurt your business, so accuracy across the web is crucial to being found and ranked.

SUBMIT YOUR SITE TO TOP TIER DIRECTORIES

Submitting to top tier directories will help boost your position in searches. Google looks at directories first, so when your business is on high quality directory, you may show as a top result. Subject oriented and geo-specific directories also carry weight when it comes to ranking.



RESPOND TO ONLINE REVIEWS

Responding to reviews will improve your Local SEO and enhances your listings. It shows that customer feedback is valued and you're committed to going above and beyond to build a trusting relationship. Google wants to recommend the credible & caring brands, which is why simple responses can go a long way when building authority.

REFERENCE LOCATION THROUGHOUT YOUR SITE

Make sure your Homepage, Contact Us page, Location page, and any other key pages reference your location, as well as ensuring your NAP (Name, Address, Phone Number) is present. Embedding a Google Map on your site will help to verify the legitimacy of your business with Google.



ENSURE YOU'RE USING THE RIGHT KEYWORDS

Its important to make sure that service and product descriptions reflect what users are actually searching for. Use a keyword research tool like SEM Rush to find top phrases and queries that coincide with your business the most. Phrases and queries adjust over time, so maintaining updated verbiage is recommended.

MAKE SURE YOUR SITE IS MOBILE-FRIENDLY

51% of smart phone users look for local information on the go. Google prioritizes sites that perform well on mobile, so making sure your site is responsive, loads quickly and provides aseamless user experience will help to ensure a positive signal to Google while determining your rank.

