

Drive More Local Leads with SEO

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U.S. Small Business
Administration



Overview

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2. Google Business Profile
3. Directories
4. Keywords
5. Reviews
6. Mobile
7. Website Speed
8. Content

Definition

SEO stands for search engine optimization. This is a PROCESS where you improve content so that it ranks higher on platforms like Google.

Local SEO is all about optimizing your listings, website and content so that your business appears higher in the local search engine results pages (SERPs) than your competitors in the local area.

Do You Need Local SEO?

1. You have a have a local service area or storefront and you're looking for a way to optimize your local presence.
2. You want to increase foot traffic to your store. Walk-ins welcome!
3. You want to show up on the top of the search engine results pages (SERPs).
4. Your business is local and you don't need people outside your service area to find you.
5. People local to your business are searching for you right now and you want to be found!

Stats

- 76% of all local searches that happen on a phone result in a store visit within a day
- 68% of online experiences start with a search engine
- Less than 1% of searchers ever make it to the second page of the search results
- Google owns 87% of the traffic share
- 46% of all searches have a local intent

How Google Determines Local Ranking

Relevance

Relevance refers to how well a local Business Profile matches what someone is searching for. Add complete and detailed business information to help Google better understand your business and match your profile to relevant searches.

ie: keywords, category, completeness of Google Business Profile, keywords in reviews

Distance

How far each potential search result is from the location term used in a search. If a user doesn't specify a location in their search, Google will calculate distance based on what we do know about their location.

ie: coffee shop in Providence, geo-location settings, physical location of business

Prominence

How well-known Google considers the business to be. This is perhaps the most complex of the local ranking factor categories, as search algorithms try to factor offline prominence into the equation.

ie: star ratings, quality link building,

**Name,
Address,
Phone Number**

Name. Address. Phone Number. (NAP)

Having correct NAP for all your listings across the internet is crucial for local SEO. Google scans all these listings when searching for information about your business. The data is stored and used when determining ranking.

Google values consistency in your listings!!

My Fancy Plumbing Company vs. My Fancy Plumbing Co.

123 Main Street vs. 123 Main St.

www.MFPC.com vs. MFPC.com

401-123-1212 vs. 401.123.1212

Google Business Profile

Claim Your Business

Google Business Profile is the most important part of a local SEO strategy. This is a free business listing.

A business needs to provide important business contact information like the store or office address, exact location on a map, category of business, phone number, website address etc. while creating the listing.

- Upload pictures of your store or office and your products or services.
- State your business operation hours.
- Add additional categories which are relevant to your business.
- Share business updates and fresh content on a regular basis.

Verify Your Business

Google will mail you a verification code.

Google won't display your business or its edits until the business is verified.

Without verification, you cannot access page insights/analytical information or business reviews from the back end.

Verification typically takes about 5 days.

After you confirm the verification method, you can add additional details about your business, including business hours, business messaging options, a business description, and photos.

Places :

Rating ▾

Hours ▾



Coffee Exchange

4.7 ★★★★★ (1.1K) · \$1–10 · Coffee shop
207 Wickenden St
Cafe featuring organic, fair trade brews



Little City Coffee & Kitchen

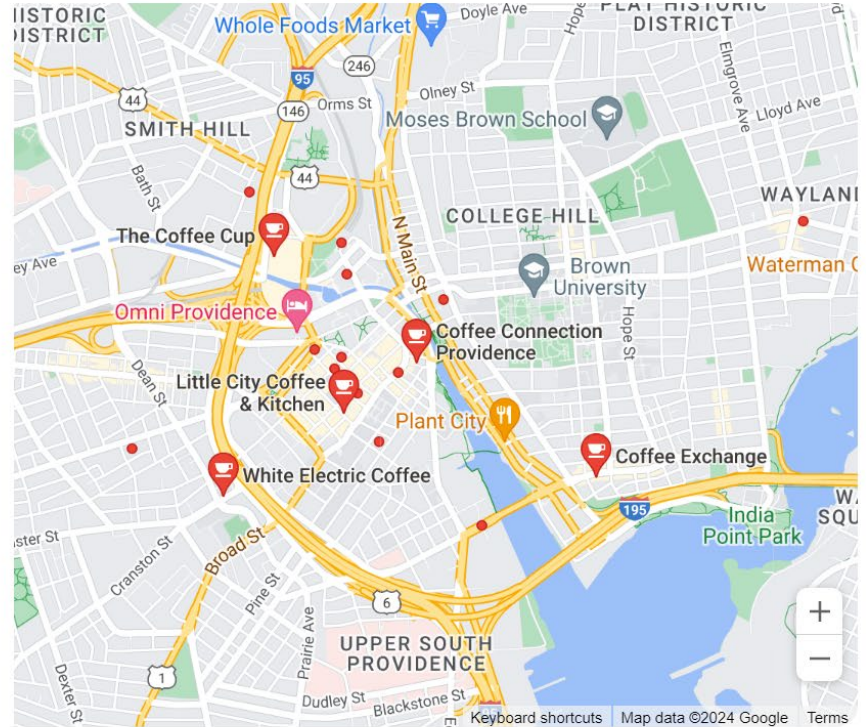
4.7 ★★★★★ (114) · \$1–10 · Coffee shop
170 Mathewson St
Dine-in · Takeout · No delivery



The Coffee Cup

4.8 ★★★★★ (93) · \$1–10 · Coffee shop
133 Providence Pl Level 1
Dine-in · Takeout

More places →



Results for **Warwick, RI** · Choose area

Places

Rating | Price | Hours



Presto Strange O Cafe
4.8 ★★★★★ (235) · \$1–10 · Coffee shop
334 Warwick Neck Ave
Dine-in · Takeout · Delivery

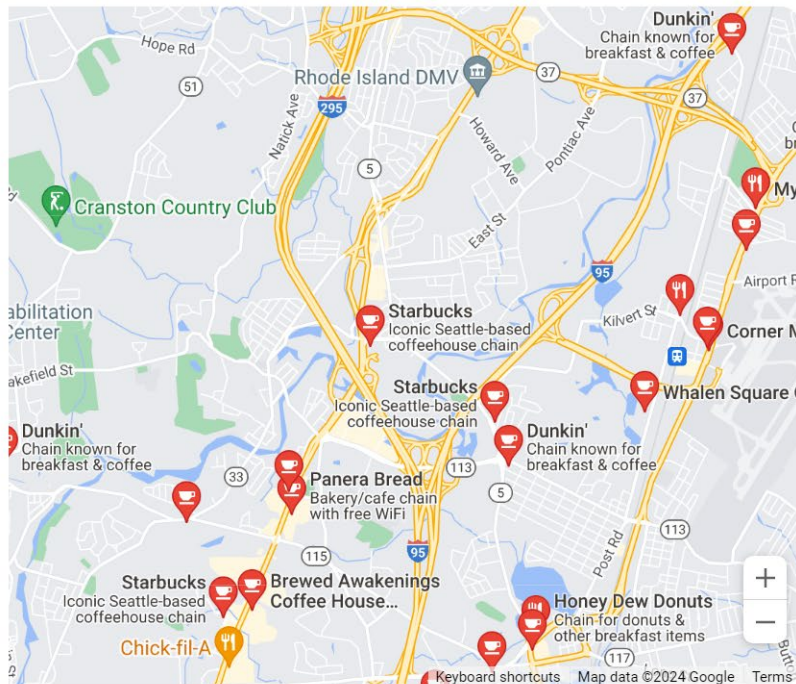


West Shore Coffee Bar
4.5 ★★★★★ (294) · \$1–10 · Coffee shop
2291 W Shore Rd
Dine-in · Takeout · Delivery



Brewed Awakenings Coffee House Warwick
4.3 ★★★★★ (970) · \$10–20 · Cafe
1316 Bald Hill Rd
Dine-in · Drive-through · Delivery

More places →



Add Pictures

Symposium Books

4.7 ★★★★★ (215)

Small business · Bookstore in Providence, Rhode Island



Website

Directions

Save

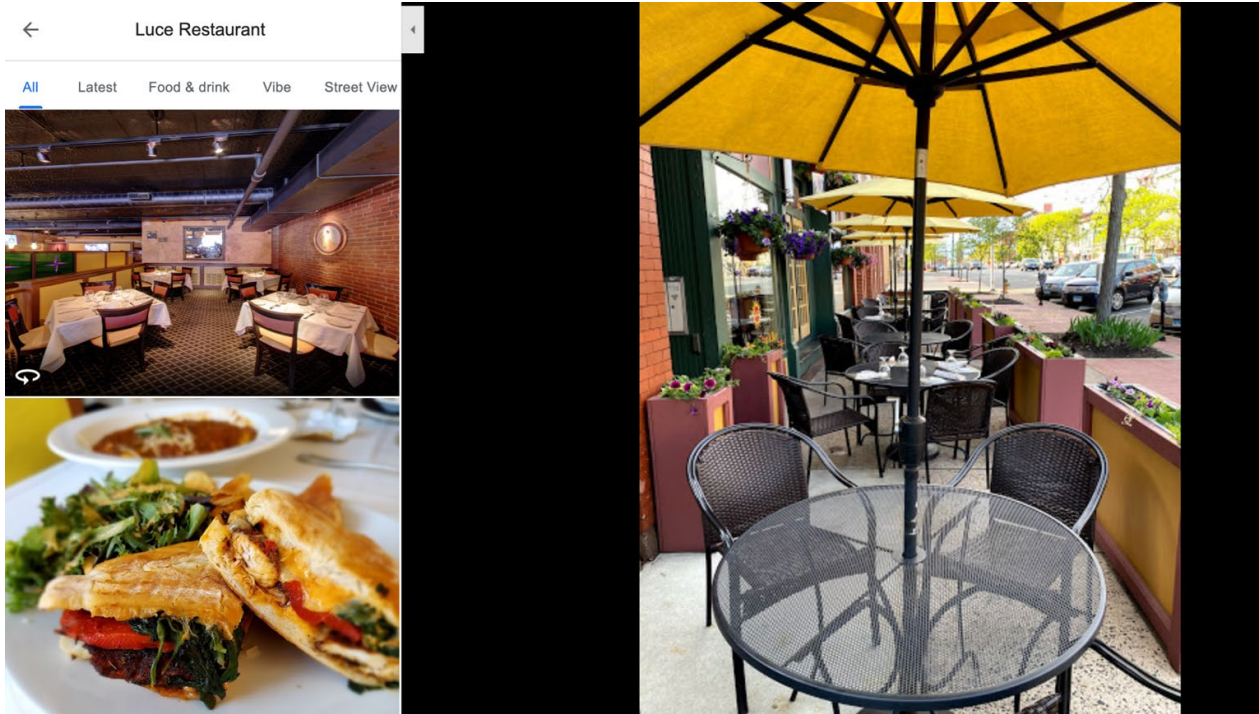
Call



Overview

Reviews

Different Angles



Local Link Building

Where to Start?

1. Yelp
2. TripAdvisor (not for all businesses)
3. Yext (paid)
4. Social Media Business Pages
5. Apple Maps
6. Better Business Bureau
7. More ([Business Directories](#))

Local Relevant Sites

1. Local news sites
2. Community blogs

Keywords in Text

1. Pizza in Providence
2. Bookstore in downtown Providence

Keywords

Keyword Research

Local keywords are location-specific phrases that generate results related to a geographic location. For example, “coffee shop in Providence” is a local keyword.

Coffee Shop in Providence

vs

Coffee Shop in Rhode Island

Manufacturer in Providence

vs

Manufacturer in Rhode Island

You want to incorporate local keywords on your site so you can appear in searches when people want to find a business like yours.

Think of How Users Would Look for You

Italian food in Smithfield vs Fine Italian Dining in Smithfield

Car Wash in East Providence vs Car Detail Service in East Providence

Clothing Store in Newport vs Where to Buy Swimsuits in Newport

Church in Providence vs Catholic Church in Providence

Tools for Keyword Research

1. [Ahrefs Keyword Generator](#)
2. [SEMrush Keyword Magic Tool](#)
3. [Ubersuggest](#)
4. [Moz Keyword Explorer](#)
5. [Google Trend](#)
6. [SpyFu](#)

Manage Your Reviews

Respond to Positive and Negative Reviews

Did you know that 92% of users trust recommendations over a brand? Reviews serve as recommendations (and sometimes oppositions) for your brand. It's fundamental that you manage your reviews by responding and taking in feedback from your customers.

You can get reviews for your business on Google Business Profile, Facebook, and other local directories.

If you get positive reviews on your profile, take time to acknowledge their feedback and thank them for taking the time to write a review. It shows your audience that you're listening and grateful for their patronage.

Handling Negative Reviews

The customer isn't ALWAYS right, but if you are noticing a consistent trend in negative reviews, it might be time to take a deeper look into the issue.

Apologize and Reconcile

It cost five times more to acquire a new customer than retain a customer and WORD OF MOUTH travels far and wide.

Optimize for Mobile

Does it Matter?

When people look for a local business, they often use their mobile devices to search for a local company. If you don't have a mobile-friendly website, those users will likely bounce from your site and visit a competitor's instead.

Not to mention, Google takes your site's mobile version into account when ranking your site. If your site isn't mobile-friendly, you won't rank well in search results.

How to Do This

The best way to create a mobile-friendly site is to integrate responsive design. Responsive design enables your site to adapt to the screen of all devices, from laptops to smartphones. As a result, your audience will have the best experience on their device and stay on your site longer.

Most website builders have this feature so it doesn't often require much work to be sure you are optimized for mobile. Curious to see if your site is mobile-friendly?

Free tool:

[Google](#)

Results

← → ↻ search.google.com/test/mobile-friendly?id=qh0RL1vlqIKMty3uteFIQ

Apps (54) LinkedIn [LinkedIn Challen... YouTube Tranings RISBDC WonderCorps AdSkills Adskills Members... The Unstoppable... Instagram Feed Id... CHARFEN Memb... Boosta Your Admission ADm

← Mobile-Friendly Test

https://moz.com/explorer

Test results


⚠ Page loading issues VIEW DETAILS

Rendered page

Tested on: Aug 26, 2021 at 9:35 AM

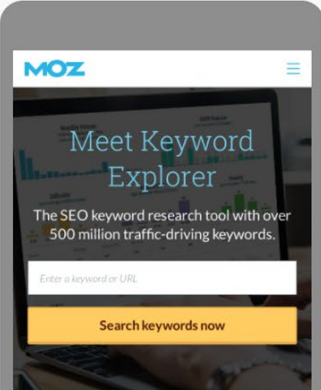
Page is mobile friendly

This page is easy to use on a mobile device



Additional resources

- 📄 Open site-wide mobile usability report
- 📖 Learn more about mobile-friendly pages
- 🗨 Post comments or questions to our discussion group



MOZ

Meet Keyword Explorer

The SEO keyword research tool with over 500 million traffic-driving keywords.

Search keywords now

How it works

Speed Matters

Speed Matters

Page speed is a **direct ranking factor**.

A slow page speed means that search engines can crawl fewer pages using their allocated crawl budget, and this could negatively affect your indexation.

Page speed is also important to user experience. Pages with a longer load time tend to have higher bounce rates and lower average time on page.

Longer load times have also been shown to negatively affect conversions.

What is a good time? Under 2 seconds

Where do you land? Check here: [GTmetrix](#)

Test Your Site

← → ↻ gtmetrix.com/reports/dinosaurcoffee.com/ci49tM2q/

Apps (54) LinkedIn [LinkedIn Challen... YouTube Trainings RISBCD WonderCorps AdSkills Adskills Members... The Unstoppable... Instagram Feed Id...

GTmetrix Features Pricing Resources Blog

Latest Performance Report for: <https://dinosaurcoffee.com/>

Report generated: Thu, Aug 26, 2021 6:46 AM -0700
Test Server Location: 🇨🇦 Vancouver, Canada
Using: 🌐 Chrome (Desktop) 90.0.4430.212, Lighthouse 7.4.0

GTmetrix Grade [?]		Web Vitals [?]			
A	Performance [?]	Structure [?]	LCP [?]	TBT [?]	CLS [?]
	99%	100%	516ms	0ms	0.13

Summary Performance Structure Waterfall Video History

Speed Visualization [?]

0.2s 0.4s 0.6s 0.8s 1s 1.2s 1.4s 1.7s 1.9s 2.1s

Content

Be Sure It's Local

Focus on publishing content that is high-quality and original. While using keywords is important, it's advisable only to use them in a natural way. Do not stuff your copy with keywords.

Do you have the best pizza in Providence? Be sure you write in a way that is natural and includes all the keywords you want to be found for.

Stuck on Content?

Every page is a new indexed page for your site, on which to target a geographic search phrase, and a new opportunity to get found in the search engine results pages (SERPs).

If you're having trouble coming up with geo-targeted content, consider highlighting customer success stories and case studies.

Your 'About' section is another great place to optimize for local search.

On Page SEO

ALWAYS do the Basics

On-page SEO is a marketing technique where you optimize landing pages and other web pages so that they rank better on search engines. Good practices for on-page SEO include:

Include the full keyword in the URL: www.yourwebsite.com/providencepizza

Feature the keyword in the title tag:

 rikb.com
<https://rikb.com>

[RIKB | Design, Planning & Fitting | RI - Rhode Kitchen & Bath Design ...](#)

web Feb 14, 2024 · Let's Create a **Dream Space** You'll Love. RIKB's award-winning **designers** work with you to conceptualize, plan and fit **kitchen** & bathroom **designs**, built by skilled ...

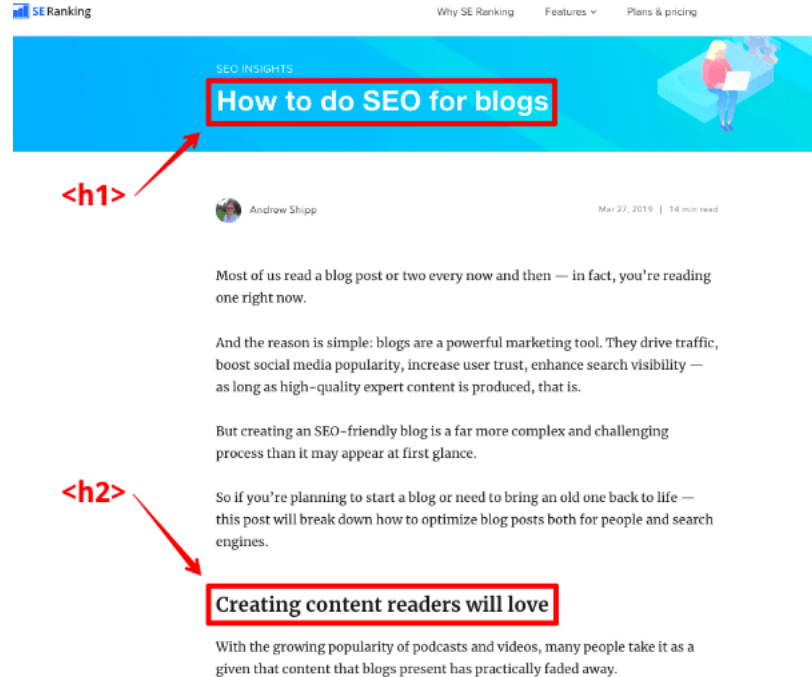
Keep keywords short and concise

Use the keyword in the meta description

Do the Basics

1. **Title Tag:** The title/topic of each page
2. **Meta Description Tags:** A short description that summarizes the content
3. **URL:** The web address of a specific page
4. **Header Tags:** Headings that add structure to a page, for example, H1, H2, and H3
5. **Image Alt Tags/Alt Text:** Short and clear description of an image

Header Tags



The image shows a screenshot of a blog post from SE Ranking. The page has a blue header with the text "SEO INSIGHTS" and "How to do SEO for blogs" in white. A red box highlights the main title "How to do SEO for blogs", with a red arrow pointing to it from the text "<h1>". Below the header, the author "Andrew Shipp" and the date "Mar 27, 2019 | 14 min read" are visible. The main content of the post is in black text on a white background. A red arrow points from the text "<h2>" to a sub-header "Creating content readers will love", which is also enclosed in a red box. The rest of the page content is visible but not annotated.

SE Ranking

Why SE Ranking Features Plans & pricing

SEO INSIGHTS

How to do SEO for blogs

<h1>

Andrew Shipp

Mar 27, 2019 | 14 min read

Most of us read a blog post or two every now and then — in fact, you're reading one right now.

And the reason is simple: blogs are a powerful marketing tool. They drive traffic, boost social media popularity, increase user trust, enhance search visibility — as long as high-quality expert content is produced, that is.

But creating an SEO-friendly blog is a far more complex and challenging process than it may appear at first glance.

<h2>

So if you're planning to start a blog or need to bring an old one back to life — this post will break down how to optimize blog posts both for people and search engines.

Creating content readers will love

With the growing popularity of podcasts and videos, many people take it as a given that content that blogs present has practically faded away.

Source: seo.ctr.uk

Use Your Website Builder

Some website builders even offer more advanced features, such as the possibility to add canonical tags, integrate custom scripts to their pages (e.g. to install Google Analytics) or even set pages to “not index”.

Some even comes with a live Google results snippet that lets you see how your page will look in Google. However, the basic features should be the first place to start developing an efficient SEO strategy.

Measure

You can't have an effective growth strategy for any marketing medium unless you measure!

Google Analytics is a free web analytics service that tracks and reports website traffic, by source and medium, to give you a complete view on how users find and use your website.

Want to know if your local SEO strategy is working? You need to benchmark and measure!

Conclusion

Local SEO refers to the practice of increasing the visibility of physical locations in search results.

Local SEO generates high-quality traffic and drives conversions for local businesses. It can also help you compete with big brands and stay relevant.

Focus on the basics, and do each item very well. Don't rush!

Stay relevant and remember no marketing strategy is a set it and forget it strategy.

Resources

[Definitive Guide to Local SEO](#)

[Optimize Your Google Business Profile](#)

[Write Better Meta Descriptions](#)

[Google Business Profile](#)

[Write Title Tags for SEO](#)

[Guide to Header Tags](#)

[Google Analytics for SEO](#)

Questions?

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