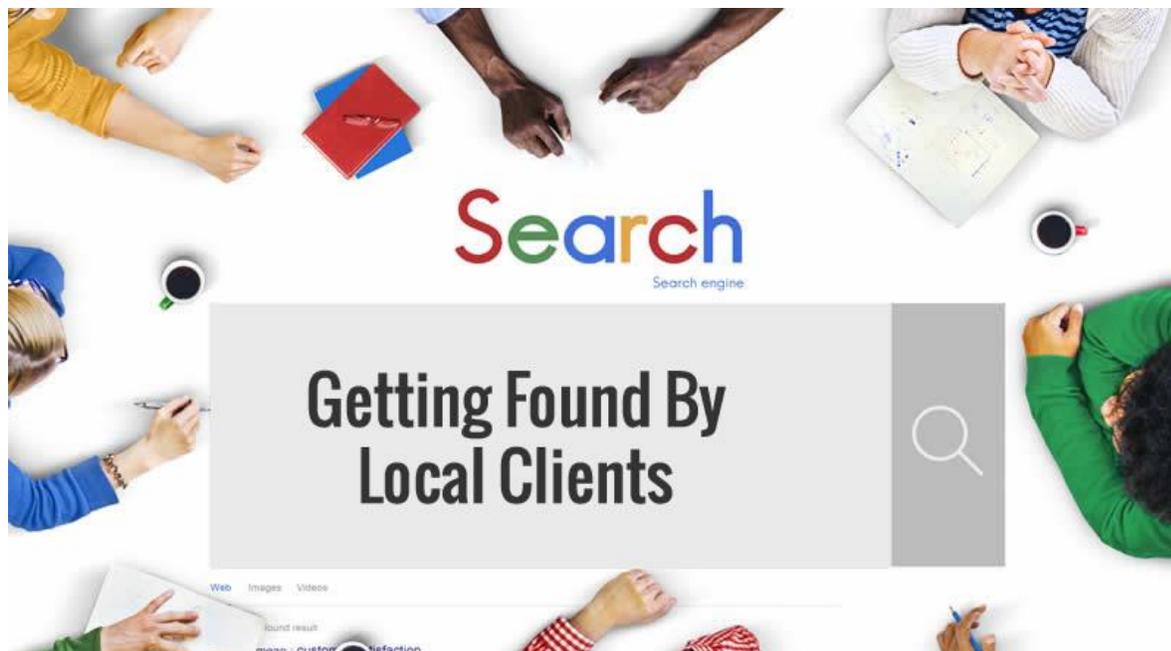


LOCAL SEARCH ENGINE GETTING FOUND TECHNIQUES



People prefer to deal with local businesses because unlike virtual shops these businesses have a physical existence and can be accessed anytime due to their geographical location.

Whether someone is searching from cell phone or PC, a search for “Italian restaurants near me” or “Tampa_Location” will show the list of local businesses, not the big brands that generally dominate the SERP. Optimizing your website for local search is not as much complicated as the technical SEO. You don’t need to write lots of codes to influence the [search engine ranking](#). Still, if you are confused about what to do and what not to do, here is a list for you.

Local SEO: What You Must Do

On-Page Optimization

You must use the location based long tail keywords in your website content to help Google locate your company faster. For instance, the primary target keyword of a bakery can be “cake shops”, but using a long tail keyword “cake shops in Tampa” can narrow down the search and make your brand rise above the competitors. Also, your website must contain store/office address, phone number, and other contact details to earn consumers’ trust.

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NAP Should Be Flawless

Name, address and phone numbers (NAP) are the three most vital facts about any local business. People want to know where your office is located and how they can contact you instantly. Type your company name on Google and find out if the NAP is correct across all the business listings you have on the World Wide Web. In case you have changed the phone number or opened a new office, make the necessary changes in the local listings to ensure smooth buyer-seller communication.

Use Social Media for Branding

Facebook, Twitter and Google+ marketing can give your local brand the exact exposure it needs. The correct use of hashtags and paid marketing will help you reach the customers based on your geographical location.

Local SEO: What You Must Avoid

Writing Fake Reviews

Reviews on local business directories and Google My Business page is an indicator of your brand value. It helps people and search engines understand how professionally and dedicatedly you are taking care of your customers. Don't ever try to write fake positive reviews about your business on these local directories. Google will detect the suspicious activity and penalize your website.

If you want a **personalized** link to let people write Google Reviews about you contact us and we will give you the link for free. Google makes this hard to find and it doesn't have to be. <https://coastalclicks.com/contact-us> just mention Google Review Link

Don't List Your Business on Extraneous Categories

When you are listing your business in Google and other search engines make sure that you select the right categories as it will bring you the truly interested customers. Make sure your categories fit under your business model otherwise it will not help and could be considered by Google as Spam.

LOCAL SEARCH ENGINE GETTING FOUND TECHNIQUES

Section II.

5 Ways to Boost Traffic with Google Maps

If you're a local retailer and you haven't fully optimized your local directories, now is the time. Customers who are on their phone and searching for local business are likely to convert. In fact, according to a Google study, 88% of customers use their smart phone to conduct local searches, 84% of them use a tablet. You need to be sure your site is mobile-friendly and your local maps listings and directories are optimized and up to date.

Where are People Searching?

CONSUMERS SEARCH WITH LOCAL INTENT ACROSS DEVICES

4 in 5 consumers conduct local searches on search engines. They search on:



search for local information from both their smart phones and tablets/desktop computers. What they search for is different on the devices and because of that, there are multiple ways you can improve your site's performance.

LOCAL SEARCH ENGINE GETTING FOUND TECHNIQUES

Who uses Search Engines to Conduct Local Searches?

4 of 5 consumers use search engines to find local information. As we stated above, it's 88% phone and 84% tablet/desktop. This provides a big opportunity, if you understand the search intent for both consumers.

Why the difference between the two consumers? The consumer searching on their desktop has more likely recently realized they want to make a purchase and are in the research phase. They may be higher up in the sales funnel and not yet know who they want to purchase from. While the consumer on their smart phone is also conducting research, they're more inspired to purchase. In fact, 50% of customers who search for local information on a smart phone will visit the store within a day. 34% of those who search on a desktop computer will do the same.

What Information Does the Customer Need?

As we discussed, the consumer who is searching on their phone is more likely to convert within a day. They're likely already out and about and are looking for information on your store hours, your address, and directions to the store. A consumer who is searching from their desktop or tablet wants your store hours and address but they also want to know if you have the item available right now.

Does Optimizing for Local Search Matter?

Yes, local searches lead to store visits and purchases. 18% of local searches lead to purchase within a day, only 7% of non-local ones do.

So, how do you attract customers and boost your local SEO? By optimizing your local directory profiles. When you offer the information, customers need and make it easy for them to act upon it, they're more likely to convert.

We know customers who are searching on their desktop/tablet are more likely in the research phase. They're higher in the sales funnel. They may not have decided who to buy from yet. So, it's a great opportunity to attract new customers and introduce them to your business. How do you do this?

LOCAL SEARCH ENGINE GETTING FOUND TECHNIQUES

Optimize Your Map Directory Listings

If you have a Google My Business page and it's not verified and fully optimized. It's time to make it a priority. If you don't have a page yet, you can create one for free here. Once you enter your basic information, you'll be asked to select a verification method. The default option is a postcard that's sent to your mailing address. If you trust that you'll receive the postcard, select that. If not, opt for a phone call and be sure you're ready – they can call within moments of you making the request. You must verify the business and if you miss the call or lose the postcard, it can be a hassle so be ready. Now, you've done the basics. You have a Google My Business listing.... Let's talk about how we boost the performance of that listing.

5 Ways to Boost SEO Value

- Add your store hours – make sure they're correct and up-to-date. We know one of the top three reasons customers are searching for local information is to find out store hours... make sure they're current. If you have special holiday hours, update your Google My Business listing and your website both.
- Add photos from the business. If you have a brick-and-mortar location, include images from within the store. It helps tell a better story.
- Enable customer reviews. We know customers are searching for product information, they're researching before making their decision. Consumer reviews are an important part of the research process for many people. 88% of consumers trust online reviews as much as a personal recommendation according to this study.
- Add Schema Markup to your website. Schema.org markup helps the search engines better understand and display the information on your website. You can include your hours of operation, product inventory information, pricing, ratings, and reviews. If you have local events, you can markup that information too.

LOCAL SEARCH ENGINE GETTING FOUND TECHNIQUES

- Don't stop at Google My Business – create your account on Yelp for Business and optimize your listing. Include the same information you've included on Google My Business.

Why do Local Directories and Maps Matter?

Some customers will never even visit your website. They will get all the information they need from map and directory listings. Your messaging needs to be consistent and optimized to provide the best information to your customer, no matter where they are on the web. By ensuring your local directory listings are optimized, you're serving your customers' needs better. Do you really care if they visit your website or not before coming into your shop to buy? Probably not. If you're not sure if your local directory listings are doing the most they can for your business, contact us for a free review and recommendation.

Conclusion

More people are searching for local businesses from their cell phones thanks to Google Now and Siri. If you follow the correct steps to optimize your website for local search, there is a bright future ahead of you.



Doug Ison
Senior Software Engineer
1-888-DOUGISON
<https://coastalclicks.com>