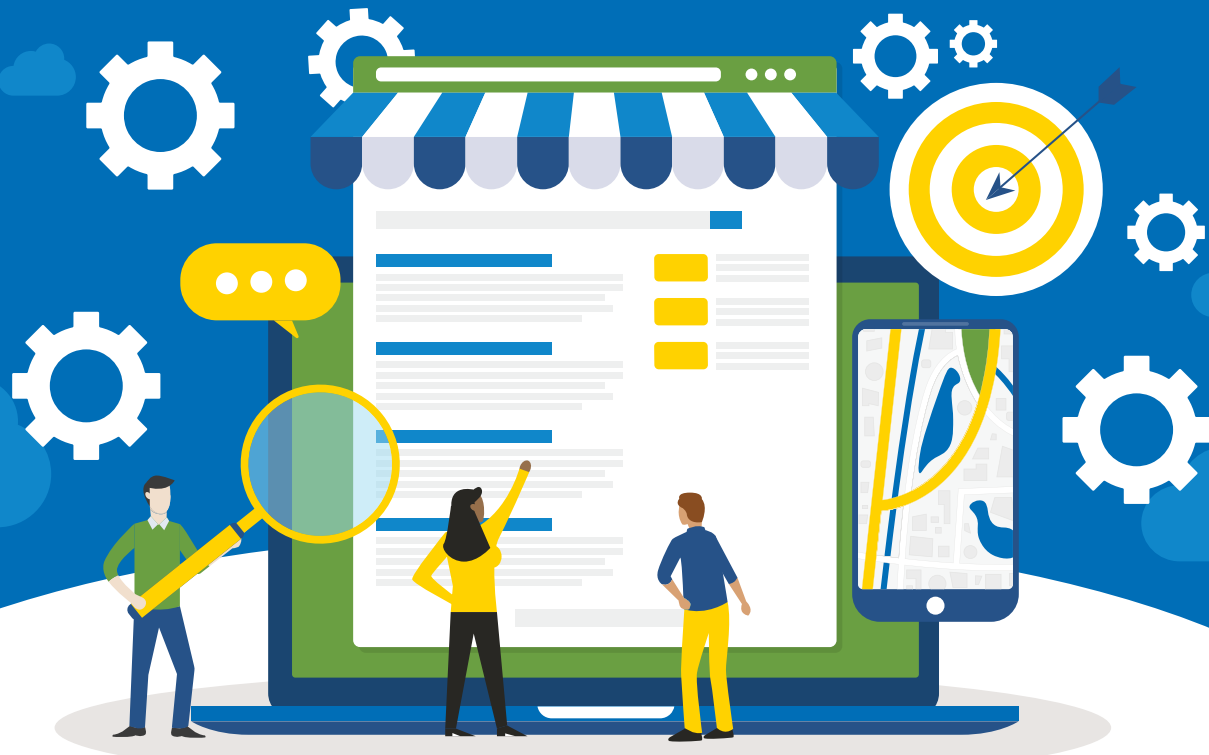
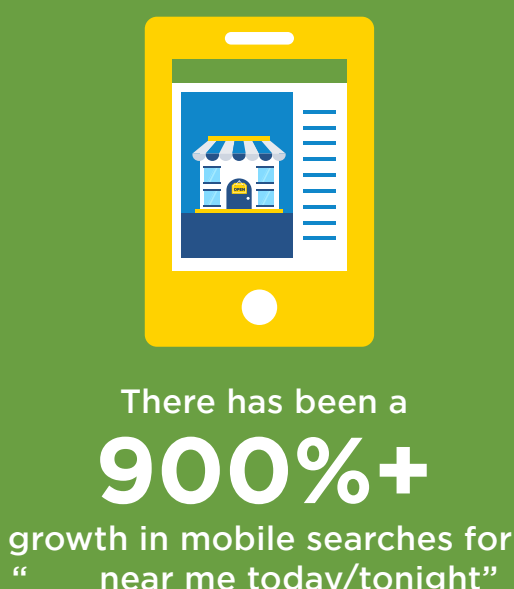
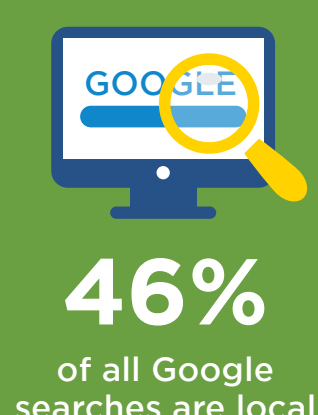


Local SEO: Make "Clicks" Lead to Your "Brick" Location



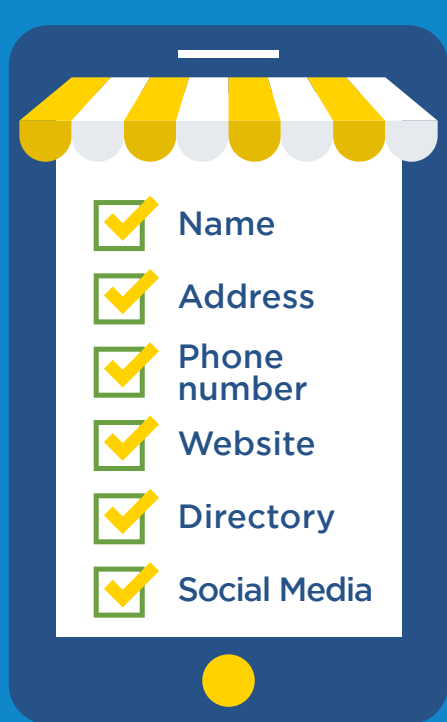
Local SEO (search engine optimization) is the practice of improving your online presence to attract local customers to your brick-and-mortar business.

Why is local SEO important for your small business?



How can you improve your local SEO?

1. Include your name, address and phone number (NAP) on your website, directories, social media, etc.

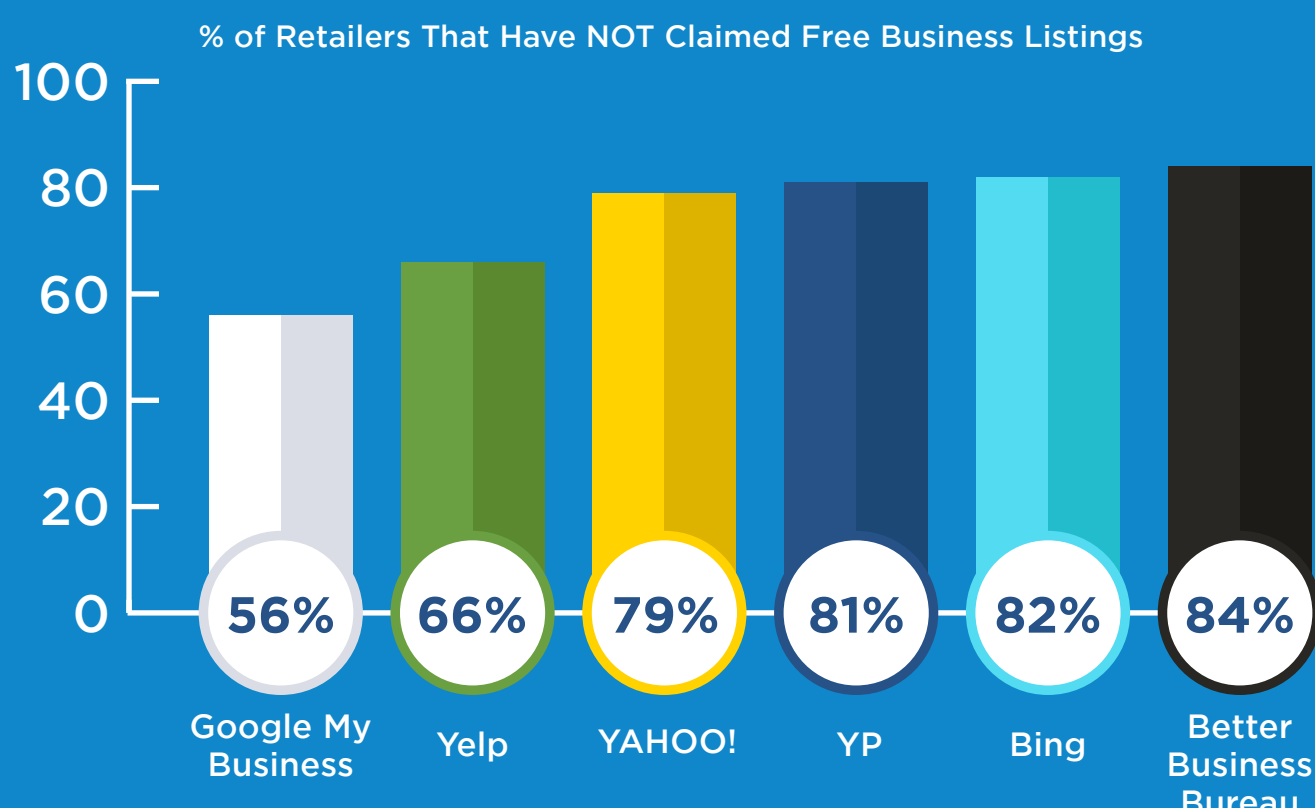


70% of mobile searchers call a business directly from search results

Consumers also search for this local information:



2. Claim your free listings in online directories.



3. Ask for Online Reviews—and Respond to them

86% of consumers read reviews for local businesses

Consumers read an average of **10** online reviews before feeling like they can trust a local business

89% of consumers read businesses' responses to reviews



Work with a SCORE mentor to help improve your local marketing strategy.



www.score.org

Sources:

- <https://moz.com/learn/seo/what-is-local-search-marketing-seo>
- <https://www.brightlocal.com/about-local-seo/>
- <https://www.mainstreetroi.com/10-stats-to-prove-you-need-local-seo-for-your-small-business/>
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