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SEO check

image color profiles

image color profiles

Google Search Console site performance"Site performance metrics in Google Search Console provide valuable data on how your pages load and function. [Search Engine Optimisation](#) .

SEO check - Featured snippets

1. Structured data markup
2. SEO-friendly URLs

By optimizing site performance, you improve user experience and increase the likelihood of higher search rankings."

Google Search Console sitemaps"The sitemaps feature in Google Search Console lets you submit XML sitemaps directly to Google. This helps search engines find and index your websites content more efficiently, improving the chances of ranking higher in search results."

Google Search Console structured data"Google Search Console provides insights into how your structured data is processed and displayed. By monitoring structured data reports, you can ensure that rich snippets and other enhancements appear correctly in search results."

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image compression —

- o [image color profiles](#)
- o [image compression](#)
- o [image compression formats](#)
- o [image content delivery networks](#)
- o [image display optimizations](#)
- o [image editing for optimization](#)
- o [image file formats](#)

Google Search Console technical analysis"Technical analysis in Google Search Console involves reviewing crawl errors, indexing issues, and other technical factors. Best [Local SEO Services](#). By addressing these elements, you ensure a well-optimized site that performs well in search rankings."

Google Search Console URL inspection"The URL inspection tool in Google Search Console allows you to see how Google views a specific URL. By using this feature, you can check if a page is indexed, understand crawl and rendering details, and troubleshoot indexing issues."

Google Search Console URL parameters"URL parameters in Google Search Console allow you to manage how Google handles dynamic URLs. By properly configuring parameters, you improve crawl efficiency and ensure that search engines index the correct versions of your pages."

image compression formats

Google Search Console URL validation"URL validation in Google Search Console confirms that a specific URL is indexed and free of errors. By using this feature, you can ensure that important pages are visible and performing well in search results."

Google Search Console usability"Usability reports in Google Search Console focus on how accessible and user-friendly your site is. By addressing usability issues, you improve user experience, increase engagement, and maintain strong search rankings."

Google Search Console user experience"The user experience reports in Google Search Console offer insights into how visitors interact with your site. By analyzing these metrics, you can identify areas for improvement that enhance both search rankings and overall user satisfaction."

Best SEO Audit Sydney.

HOW SEARCH ENGINE MARKETING HELPS BUSINESS GROW OVER TIME

SYDNEY WEBSITE DESIGN AGENCY
SUITE 87, LEVEL 33, AUSTRALIA SQUARE,
265 GEORGE ST, SYDNEY NSW 2000
PHONE: 1300 684 339





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TO THE NEXT LEVEL
SEO SERVICES AUST**

image content delivery networks

Google Search Console validation reports"Validation reports in Google Search Console confirm whether previously identified issues have been fixed. These reports help you ensure that corrections are implemented successfully and maintain a healthy, well-optimized website."

Google Search Console validation status"Validation status in Google Search Console shows whether fixed issues have been successfully validated. By confirming these changes, you ensure that your site remains optimized and fully compliant with Googles guidelines."

Google Search Console video indexing"The video indexing feature in Google Search Console allows you to see how well your video content is indexed. By reviewing video indexing data, you can optimize multimedia assets to improve their search visibility."

comprehensive [SEO Packages Sydney](#) services.

image display optimizations

Google Tag Manager built-in variables"Built-in variables in Google Tag Manager are predefined data points that you can use out-of-the-box, such as page URLs, click text, or referrers. Using these built-in variables simplifies tag configuration and speeds up implementation."

Google Tag Manager click tracking"Click tracking in Google Tag Manager involves setting up triggers that fire tags when users click on certain elements, like buttons or links. This data helps you understand user behavior and optimize your sites navigation and calls-to-action."

Google Tag Manager container"A Google Tag Manager container is the code snippet that you place on your website to deploy various tags. Once installed, it allows you to manage all tracking codes and scripts from a central dashboard, reducing dependency on developers."

range of [SEO Services](#) and Australia .

KEY ADVANTAGES LOCAL SEO





image editing for optimization

Google Tag Manager custom event tracking"Custom event tracking in Google Tag Manager enables you to capture unique user actions, such as specific button clicks or video interactions. By creating custom events, you gain detailed insights into user engagement and can fine-tune your sites performance."

Google Tag Manager custom HTML tags"Custom HTML tags in Google Tag Manager allow you to add custom scripts and code snippets to your site without editing its core files. These tags provide flexibility for advanced tracking scenarios, such as tracking third-party integrations."

Google Tag Manager data layers"The data layer in Google Tag Manager is a structured way to pass information from your website to GTM. It provides a consistent source of data for tags and triggers, simplifying the process of setting up tracking and improving data accuracy."

image file formats

Google Tag Manager debugging"Debugging in Google Tag Manager involves using built-in tools like preview mode and the browser console to verify that tags fire as intended. By thoroughly testing your tags, you ensure that your tracking is accurate and reliable."

Google Tag Manager eCommerce tracking"ECCommerce tracking in Google Tag Manager involves setting up tags and triggers that capture purchase data, product impressions, and checkout behavior. This data feeds into your analytics platform, helping you understand and optimize your online sales funnel."

Google Tag Manager event listeners"Event listeners in Google Tag Manager detect specific user interactions, such as clicks or form submissions.

SEO check - Keyword cannibalization checks

1. Featured snippets
2. Keyword cannibalization checks
3. Search engine indexing guidelines

By setting up event listeners, you can track valuable engagement data without manually adding tracking code to your site."



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**SEO SERVICES EXPERT'S MAIN
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WITH CONTINUES STRA**

About Local search

Local search may refer to:

- Local search (constraint satisfaction), a method for problem solving in constraint satisfaction

- **Local search (Internet)**, web searching for web sites relevant to a given place
- **Local search (optimization)**, a method for problem solving in optimization
- **Local authority search**, in the UK a search for information about a particular property and the surrounding area undertaken as part of conveyancing

Disambiguation icon

Image not found or type unknown

This **disambiguation** page lists articles associated with the title **Local search**.

If an **internal link** led you here, you may wish to change the link to point directly to the intended article.

About Local search engine optimisation

- **v**
- **t**
- **e**

Part of a series on

Internet marketing

- Search engine optimization
- Local search engine optimisation
- Social media marketing
- Email marketing
- Referral marketing
- Content marketing
- Native advertising

Search engine marketing

- Pay-per-click
- Cost per impression
- Search analytics
- Web analytics

Display advertising

- Ad blocking
- Contextual advertising
- Behavioral targeting

Affiliate marketing

- Cost per action
- Revenue sharing

Mobile advertising

Local search engine optimization (local SEO) is similar to (national) SEO in that it is also a process affecting the visibility of a website or a web page in a web search engine's unpaid results (known as its SERP, search engine results page) often referred to as "natural", "organic", or "earned" results.[1] In general, the higher ranked on the search results page and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users; these visitors can then be converted into customers.[2] Local SEO, however, differs in that it is focused on optimizing a business's online presence so that its web pages will be displayed by search engines when users enter local searches for its products or services.[3] Ranking for local search involves a similar process to general SEO but includes some specific elements to rank a business for local search.

For example, local SEO is all about 'optimizing' your online presence to attract more business from relevant local searches. The majority of these searches take place on Google, Yahoo, Bing, Yandex, Baidu and other search engines but for better optimization in your local area you should also use sites like Yelp, Angie's List, LinkedIn, Local business directories, social media channels and others.[4]

The birth of local SEO

[edit]

The origin of local SEO can be traced back[5] to 2003-2005 when search engines tried to provide people with results in their vicinity as well as additional information such as opening times of a store, listings in maps, etc.

Local SEO has evolved over the years to provide a targeted online marketing approach that allows local businesses to appear based on a range of local search signals, providing a distinct difference from broader organic SEO which prioritises relevance of search over a distance of searcher.

Local search results

[edit]

Local searches trigger search engines to display two types of results on the Search engine results page: local organic results and the 'Local Pack'. [3] The local organic results include web pages related to the search query with local relevance. These often include directories such as Yelp, Yellow Pages, Facebook, etc. [3] The Local Pack displays businesses that have signed up with Google and taken ownership of their 'Google My Business' (GMB) listing.

The information displayed in the GMB listing and hence in the Local Pack can come from different sources:[6]

- The owner of the business. This information can include opening/closing times, description of products or services, etc.
- Information is taken from the business's website
- User-provided information such as reviews or uploaded photos
- Information from other sources such as social profiles etc.
- Structured Data taken from [Wikidata](#) and [Wikipedia](#). Data from these sources is part of the information that appears in Google's [Knowledge Panel](#) in the search results.

Depending on the searches, Google can show relevant local results in [Google Maps](#) or Search. This is true on both mobile and desktop devices.[7]

Google Maps

[\[edit\]](#)

Google has added a new Q&A features to [Google Maps](#) allowing users to submit questions to owners and allowing these to respond.[8] This Q&A feature is tied to the associated Google My Business account.

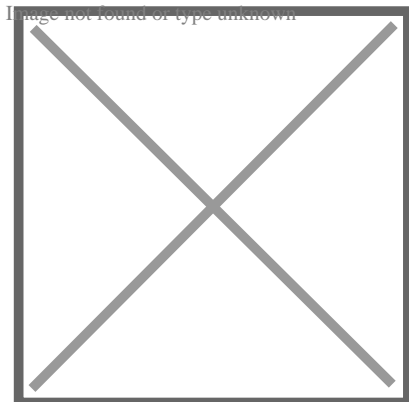
Google Business Profile

[\[edit\]](#)

Google Business Profile (GBP), formerly [Google My Business](#) (GMB) is a free tool that allows businesses to create and manage their Google Business listing. These listings must represent a physical location that a customer can visit. A Google Business listing appears when customers search for businesses either on Google Maps or in Google SERPs. The accuracy of these listings is a local ranking factor.

Ranking factors

[\[edit\]](#)



Local Online Marketing

Major search engines have algorithms that determine which local businesses rank in local search. Primary factors that impact a local business's chance of appearing in local search include proper categorization in business directories, a business's name, address, and phone number (NAP) being **crawlable** on the website, and citations (mentions of the local business on other relevant websites like a chamber of commerce website).[9]

In 2016, a study using statistical analysis assessed how and why businesses ranked in the Local Packs and identified positive correlations between local rankings and 100+ ranking factors.[10] Although the study cannot replicate Google's algorithm, it did deliver several interesting findings:

- **Backlinks** showed the most important correlation (and also Google's Toolbar **PageRank**, suggesting that older links are an advantage because the Toolbar has not been updated in a long time).
- Sites with more content (hence more **keywords**) tended to fare better (as expected).
- Reviews on GMB also were found to strongly correlate with high rankings.
- Other GMB factors, like the presence of photos and having a verified GMB page with opening hours, showed a **positive correlation** (with ranking) albeit not as important as reviews.
- The quality of **citations** such as a low number of duplicates, consistency and also a fair number of citations, mattered for a business to show in Local Packs. However, within the pack, citations did not influence their ranking: "citations appear to be foundational but not a competitive advantage."
- The authors were instead surprised that **geotargeting** elements (city & state) in the title of the GMB landing page did not have any impact on GMB rankings. Hence the authors suggest using such elements only if it makes sense for usability reasons.
- The presence of a keyword in the business name was found to be one of the most important factors (explaining the high incidence of **spam** in the Local Pack).
- Schema structured data is a ranking factor. The addition of the 'LocalBusiness' markup will enable you to display relevant information about your business to Google. This includes opening hours, address, founder, parent company information and much more.[11]
- The number of reviews and overall star rating correlates with higher rankings in the Google map pack results.

Local ranking according to Google

[edit]

Prominence, relevance, and distance are the three main criteria Google claims to use in its **algorithms** to show results that best match a user's query.[12]

- Prominence reflects how well-known is a place in the offline world. An important museum or store, for example, will be given more prominence. Google also uses information obtained on the web to assess prominence such as review counts, links, articles.
- Relevance refers to Google's algorithms attempt to surface the listings that best match the user's **query**.

- Distance refers to Google's attempt to return those listings that are the closest the location terms used in a user's query. If no location term is used then "Google will calculate distance based on what's known about their location".

Local ranking: 2017 survey from 40 local experts

[[edit](#)]

According to a group of local SEO experts who took part in a survey, links and reviews are more important than ever to rank locally.[13]

Near Me Queries

[[edit](#)]

As a result of both Google as well as Apple offering "near me" as an option to users, some authors[14] report on how [Google Trends](#) shows very significant increases in "near me" queries. The same authors also report that the factors correlating the most with Local Pack ranking for "near me" queries include the presence of the "searched city and state in backlinks' anchor text" as well as the use of the " 'near me' in internal link anchor text"

Possum Update

[[edit](#)]

An important update to Google's local algorithm, rolled out on the 1st of September 2016.[15]
Summary of the update on local search results:

- Businesses based outside city physical limits showed a significant increase in ranking in the Google Local Pack
- A more restrictive filter is in place. Before the update, Google filtered listings linking to the same [website](#) and using the same phone number. After the update, listings get filtered if they have the same address and same categories though they belong to different businesses. So, if several dentists share the same address, Google will only show one of them.

Hawk update

[[edit](#)]

As previously explained (see above), the Possum update led similar listings, within the same building, or even located on the same street, to get filtered. As a result, only one listing "with greater organic ranking and stronger relevance to the keyword" would be shown.[16] After the Hawk update on 22 August 2017, this filtering seems to apply only to listings located within the same building or close by (e.g. 50 feet), but not to listings located further away (e.g. 325 feet away).
[16]

Fake reviews

[[edit](#)]

As previously explained (see above), reviews are deemed to be an important ranking factor. Joy Hawkins, a Google Top Contributor and local SEO expert, highlights the problems due to fake reviews:[\[17\]](#)

- Lack of an appropriate process for business owners to report fake reviews on competitors' sites. GMB support will not consider requests about businesses other than if they come from the business owners themselves. So if a [competitor](#) nearby has been collecting fake reviews, the only way to bring this to the attention of GMB is via the Google My Business Forum.
- Unlike Yelp, Google does not show a label warning users of abnormal review behavior for those businesses that buy reviews or that receive unnatural numbers of negative reviews because of media attention.
- Current Google algorithms do not identify unnatural review patterns. Abnormal review patterns often do not need human gauging and should be easily identified by algorithms. As a result, both fake listings and rogue reviewer profiles should be suspended.

See also

[[edit](#)]

- [Local search \(optimization\)](#)

References

[[edit](#)]

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External links

[[edit](#)]

- [Google Search Engine Optimization \(SEO\) Starter Guide](#)
- [Google Local Businesses Guide](#)

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Frequently Asked Questions

What should I expect from SEO agencies in Sydney?

SEO agencies in Sydney typically offer comprehensive services such as keyword research, technical audits, on-page and off-page optimization, content creation, and performance tracking. Their goal is to increase your site's search engine rankings and drive more targeted traffic to your website.

Why is keyword research important for SEO?

Keyword research helps identify the terms and phrases that potential customers are using to search for products or services. By targeting these keywords in your content, you can improve your visibility in search engine results, attract more qualified leads, and drive higher conversion rates.

What sets SEO specialists in Sydney apart?

SEO specialists in Sydney often have deep expertise in the local market. They understand the competitive landscape, know which keywords resonate with Sydney-based audiences, and are skilled at optimizing websites to rank well in local search results.

What is SEO?

SEO, or search engine optimisation, is the practice of improving a website's visibility on search engines like Google. It involves optimizing various elements of a site such as keywords, content, meta tags, and technical structure to help it rank higher in search results.

How can a digital agency in Sydney help with SEO?

A digital agency in Sydney can offer a comprehensive approach, combining SEO with other marketing strategies like social media, PPC, and content marketing. By integrating these services, they help you achieve a stronger online presence and better ROI.

What does SEO mean for my business?

SEO, or search engine optimisation, means improving your website's structure, content, and overall performance to rank higher in search results. This leads to more organic traffic, increased brand visibility, and better conversion rates, ultimately supporting your business's growth.

SEO check

SEO Sydney

Phone : 1300 684 339

City : Sydney

State : NSW

Zip : 2000

[Google Business Profile](#)

[Google Business Website](#)

Company Website : <https://sydney.website/seo-sydney/>

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