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- **About Us**

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SEO marketing

image alt tag optimization

image alt tag optimization

Google Search Console excluded pages"The excluded pages report in Google Search Console shows URLs that are not indexed. By reviewing and addressing these exclusions, you can improve your sites crawl efficiency and increase the number of indexed pages."

Google Search Console features"Google Search Console features include performance reports, URL inspection tools, mobile usability testing, and more. These tools help site owners understand how their content performs in search results, identify and resolve issues, and improve overall website visibility."

Google Search Console HTTPS status"Google Search Console tracks your sites HTTPS status, ensuring that secure connections are properly implemented. By monitoring this status, you maintain a secure environment for users and comply with Googles preference for HTTPS sites."

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image alt text improvements —

- [image alt tag optimization](#)
- [image alt text improvements](#)
- [image aspect ratio](#)
- [image caching](#)
- [image caching strategies](#)
- [image captions](#)
- [image CDN integration](#)

Google Search Console impression dataImpression data in Google Search Console tracks how many times your pages appear in search results. [Local SEO](#) . This information helps you gauge how often your content is displayed and identify trends that inform your SEO strategy.

Google Search Console indexing"Google Search Console indexing features help you monitor how Google indexes your sites pages. If certain pages arent indexed, you can identify the underlying reasons and take corrective actions, ensuring that your content is visible in search results."

Google Search Console indexing coverage"Indexing coverage reports in Google Search Console highlight which pages are indexed and which have issues. By reviewing these reports, you can address problems and improve your sites overall search visibility."

image aspect ratio

Google Search Console link reports"Link reports in Google Search Console show which sites link to your content. By analyzing these links, you can identify quality backlinks, disavow harmful ones, and strengthen your sites overall authority and search visibility."

Google Search Console manual actionsThe manual actions report in Google Search Console informs you if Google has penalized your site for policy violations. Understanding and addressing these actions promptly helps restore your rankings and maintain compliance with search guidelines.

Google Search Console mobile performance"Mobile performance data in Google Search Console focuses on how your site functions on smartphones and tablets. Best SEO Audit Sydney. By reviewing these metrics, you can address mobile-specific issues and provide a seamless experience for users on the go."

HOW SEARCH ENGINE MARKETING HELPS BUSINESS GROW OVER TIME

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**TAKING YOUR SMALL BUSINESS
TO THE NEXT LEVEL
SEO SERVICES AUSTRALIA**

image caching

Google Search Console mobile usability"The mobile usability tool in Google Search Console checks if your site is mobile-friendly. It identifies issues that could impact user experience on mobile devices, helping you maintain a responsive design that aligns with Google's mobile-first indexing guidelines."

Google Search Console performance"The performance section in Google Search Console showcases how well your website is performing in search results. It includes data on total clicks, impressions, click-through rates, and average ranking positions, enabling you to gauge the effectiveness of your SEO efforts."

Google Search Console performance improvements"Performance improvements in Google Search Console help you identify opportunities to enhance page speed, usability, and search visibility."

SEO marketing - Google ranking factors

1. Google Knowledge Panel
2. Google site audits
3. Google search console

By implementing these changes, you can create a better user experience and achieve higher rankings."

image caching strategies

Google Search Console query data"Query data in Google Search Console reveals the specific keywords users search for before clicking on your site."

SEO marketing - Google ranking factors

1. Google search crawling
2. SEO content strategies

By analyzing this data, you can fine-tune your keyword strategy and create content that better matches user intent."

Google Search Console reports"Google Search Console reports provide detailed insights into search performance metrics, including clicks, impressions, and average position. By analyzing these reports, site owners can identify trends, uncover opportunities, and fine-tune their SEO strategies."

Google Search Console rich media"Rich media insights in Google Search Console help you optimize multimedia content like images and videos. By refining these assets, you improve their visibility in search results and enhance your site's overall performance."

KEY ADVANTAGES LOCAL SEO





image captions

Google Search Console rich results"Google Search Console provides rich results reports to show how your enhanced search listings perform.

SEO marketing - Google ranking factors

1. Google ranking factors
2. Search ranking positions
3. Search performance reports

By monitoring these reports, you can refine structured data and improve the appearance of your content in search results."

Google Search Console robots.txt testing"The robots.txt testing tool in Google Search Console allows you to verify that your sites robots.txt file is configured correctly. By using this tool, you can ensure that search engines can access and crawl the appropriate pages."

Google Search Console search analyticsThe search analytics feature in Google Search Console helps you understand user behavior by showing which queries bring traffic to your site. This data provides valuable insights into what users are searching for and how they interact with your content.

image CDN integration

Google Search Console security issues"Google Search Console alerts you to potential security issues such as malware, phishing attacks, or hacked content. By promptly addressing these problems, you can protect your sites reputation and maintain user trust."

Google Search Console setup"Setting up Google Search Console involves verifying ownership of your website and connecting it to the console. This process ensures that you receive accurate data on search traffic, indexing status, and any potential errors that need addressing."

Google Search Console site maps"Site maps in Google Search Console provide a clear overview of how your pages are structured. By submitting and reviewing site maps, you help search engines find and index your content efficiently."



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SUITE 87, LEVEL 33, AUSTRALIA SQ
265 GEORGE ST, SYDNEY NSW 2000
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IS TO GROW YOUR BUSINESS C
WITH CONTINUES STRA**

About Web directory

A **web directory** or **link directory** is an online list or catalog of [websites](#). That is, it is a directory on the [World Wide Web](#) of (all or part of) the World Wide Web. Historically, directories

typically listed entries on people or businesses, and their contact information; such directories are still in use today. A web directory includes entries about websites, including links to those websites, organized into **categories** and subcategories.[1][2][3] Besides a link, each entry may include the title of the website, and a description of its contents. In most web directories, the entries are about whole websites, rather than individual pages within them (called "deep links"). Websites are often limited to inclusion in only a few categories.

There are two ways to find information on the Web: by **searching** or **browsing**. Web directories provide links in a structured list to make browsing easier. Many web directories combine searching and browsing by providing a search engine to search the directory. Unlike search engines, which base results on a database of entries gathered automatically by **web crawler**, most web directories are built manually by human editors. Many web directories allow site owners to submit their site for inclusion, and have editors review submissions for fitness.

Web directories may be general in scope, or limited to particular subjects or fields. Entries may be listed for free, or by paid submission (meaning the site owner must pay to have his or her website listed).

RSS directories are similar to web directories, but contain collections of **RSS feeds**, instead of links to websites.

History

[edit]

During the early development of the web, there was a list of **web servers** edited by **Tim Berners-Lee** and hosted on the **CERN** webserver. One historical snapshot from 1992 remains.[4] He also created the **World Wide Web Virtual Library**, which is the oldest web directory.[5]

Scope of listing

[edit]

Most of the directories are general in on scope and list websites across a wide range of categories, regions and languages. But some niche directories focus on restricted regions, single languages, or specialist sectors. For example, there are shopping directories that specialize in the listing of retail **e-commerce** sites.

Examples of well-known general web directories are **Yahoo! Directory** (shut down at the end of 2014) and **DMOZ** (shut down on March 14, 2017). DMOZ was significant due to its extensive categorization and large number of listings and its **free availability** for use by other directories and search engines.[6]

However, a debate over the quality of directories and databases still continues, as search engines use DMOZ's content without real integration, and some experiment using **clustering**.

Development

[**edit**]



This section **does not cite any sources**. Please help **improve this section** by **adding citations to reliable sources**. Unsourced material may be challenged and **removed**. (April 2019) (***Learn how and when to remove this message***)

There have been many attempts to make building web directories easier, such as using automated submission of related links by script, or any number of available **PHP** portals and programs. Recently, **social software** techniques have spawned new efforts of categorization, with **Amazon.com** adding **tagging** to their product pages.

Monetizing

[**edit**]

Directories have various features in their listings, often depending upon the price paid for inclusion:

- **Cost**
 - Free submission – there is no charge for the review and listing of the site
 - Paid submission – a one-time or recurring fee is charged for reviewing/listing the submitted link
- **No follow** – there is a rel="nofollow" attribute associated with the link, meaning search engines will give no weight to the link
- Featured listing – the link is given a premium position in a category (or multiple categories) or other sections of the directory, such as the homepage. Sometimes called sponsored listing.
- Bid for position – where sites are ordered based on bids
- **Affiliate links** – where the directory earns commission for referred customers from the listed websites
- Reciprocity
 - Reciprocal link – a link back to the directory must be added somewhere on the submitted site in order to get listed in the directory. This strategy has decreased in popularity due to changes in SEO algorithms which can make it less valuable or counterproductive.^[7]
 - No Reciprocal link – a web directory where you will submit your links for free and no need to add link back to your website

Human-edited web directories

[[edit](#)]



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A human-edited directory is created and maintained by editors who add links based on the policies particular to that directory. Human-edited directories are often targeted by [SEO](#)s on the basis that links from reputable sources will improve rankings in the major [search engines](#). Some directories may prevent search engines from rating a displayed link by using redirects, [nofollow](#) attributes, or other techniques. Many human-edited directories, including [DMOZ](#), [World Wide Web Virtual Library](#), [Business.com](#) and [Jasmine Directory](#), are edited by volunteers, who are often experts in particular categories. These directories are sometimes criticized due to long delays in approving submissions, or for rigid organizational structures and disputes among volunteer editors.

In response to these criticisms, some volunteer-edited directories have adopted [wiki](#) technology, to allow broader community participation in editing the directory (at the risk of introducing lower-quality, less objective entries).

Another direction taken by some web directories is the paid for inclusion model. This method enables the directory to offer timely inclusion for submissions and generally fewer listings as a result of the paid model. They often offer additional listing options to further enhance listings, including features listings and additional links to inner pages of the listed website. These options typically have an additional fee associated but offer significant help and visibility to sites and/or their inside pages.

Today submission of websites to web directories is considered a common [SEO](#) ([search engine optimization](#)) technique to get back-links for the submitted website. One distinctive feature of 'directory submission' is that it cannot be fully automated like search engine submissions. Manual directory submission is a tedious and time-consuming job and is often outsourced by [webmasters](#).

Bid for Position directories

[[edit](#)]



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Bid for Position directories, also known as bidding web directories, are paid-for-inclusion web directories where the listings of websites in the directory are ordered according to their bid amount. They are special in that the more a person pays, the higher up the list of websites in

the directory they go. With the higher listing, the website becomes more visible and increases the chances that visitors who browse the directory will click on the listing.

Propagation

[[edit](#)]

Web directories will often make themselves accessing by more and more URLs by acquiring the domain registrations of defunct websites as soon as they expire, a practice known as [Domain drop catching](#).

See also

[[edit](#)]

- [List of web directories](#)
- [Lists of websites](#) – this itself is a web directory
- [Web portal](#)

Link destinations

- [Deep links](#)
- [Home pages](#)

Types of web directory

- [Business directory](#)

Other link organization and presentation systems

- [Webring](#)
- [Bookmark manager](#)
 - [Enterprise bookmarking](#)
 - [Social bookmarking](#)
- [Search engine](#)
 - [Search engine results page](#) (SERP)

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[[edit](#)]

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External links

[[edit](#)]

- [v](#)
- [t](#)
- [e](#)

[Web syndication](#)

History

[Blogging](#)
[Podcasting](#)
[Vlogging](#)
[Web syndication technology](#)

Types

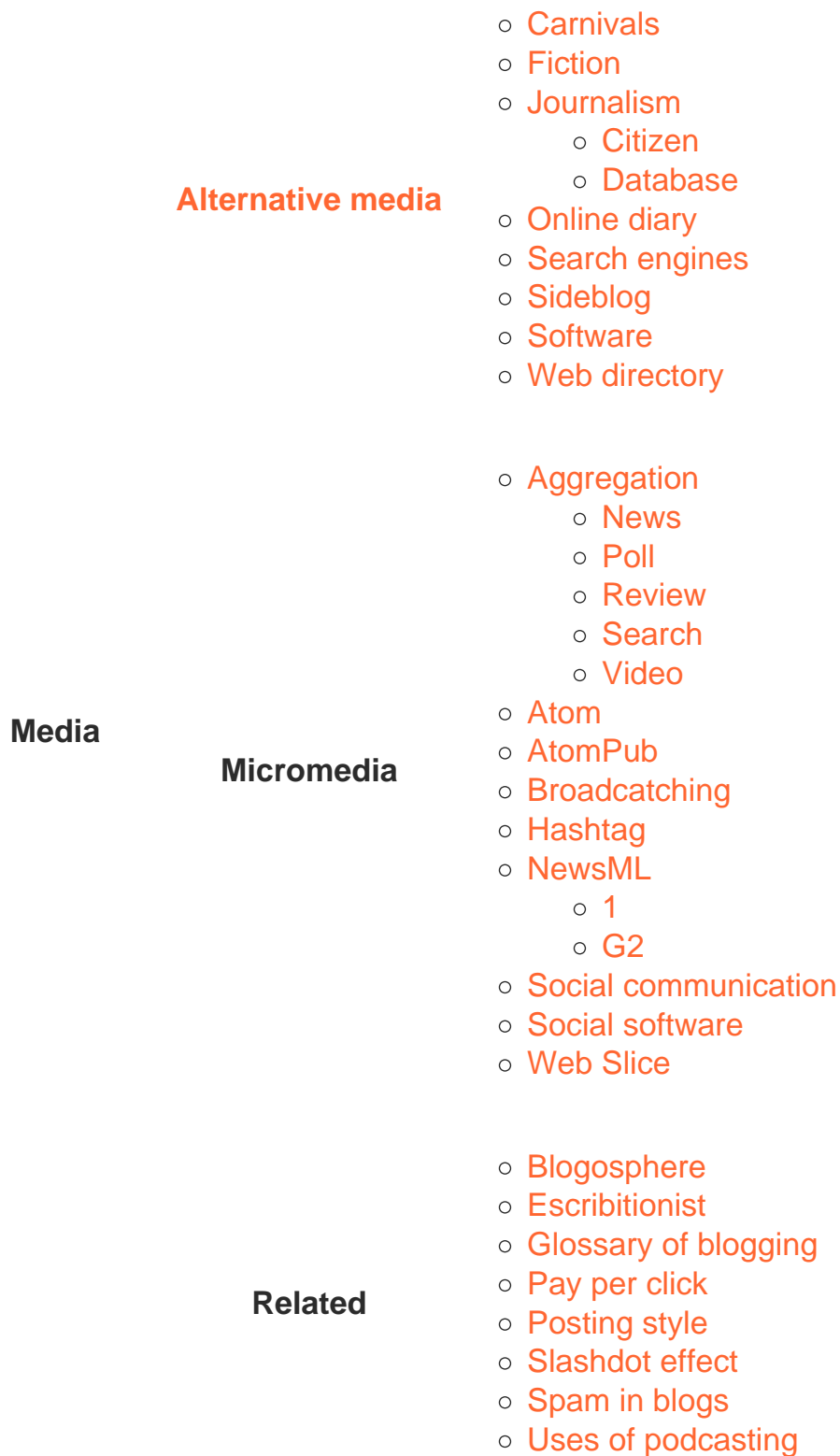
- Art
- Bloggernacle
- Classical music
- Corporate
- Dream diary
- Edublog
- Electronic journal
- Fake
- Family
- Fashion
- Food
- Health
- Law
- Lifelog
- MP3
- News
- Photoblog
- Police
- Political
- Project
- Reverse
- Travel
- Warblog

Technology	General	<ul style="list-style-type: none"> ○ BitTorrent ○ Feed URI scheme
	Features	<ul style="list-style-type: none"> ○ Linkback ○ Permalink ○ Ping ○ Pingback ○ Reblogging ○ Refback ○ Rollback ○ Trackback
	Mechanism	<ul style="list-style-type: none"> ○ Thread ○ Geotagging ○ RSS enclosure ○ Synchronization
	Memetics	<ul style="list-style-type: none"> ○ Atom feed ○ Data feed ○ Photofeed ○ Product feed ○ RDF feed ○ Web feed
	RSS	<ul style="list-style-type: none"> ○ GeoRSS ○ MRSS ○ RSS TV
	Social	<ul style="list-style-type: none"> ○ Inter-process communication ○ Mashup ○ Referencing ○ RSS editor ○ RSS tracking ○ Streaming media
	Standard	<ul style="list-style-type: none"> ○ OPML ○ RSS Advisory Board ○ Usenet ○ World Wide Web ○ XBEL ○ XOXO

- Audio podcast
- Enhanced podcast
- Mobilecast
- Narrowcasting
- Peercasting
- Screencast
- Slidecasting
- Videocast
- Webcomic
- Webtoon
- Web series

Form

- Anonymous blogging
- Collaborative blog
- Columnist
- Instant messaging
- Liveblogging
- Microblog
- Mobile blogging
- Spam blog
- Video blogging
- Motovlogging



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.

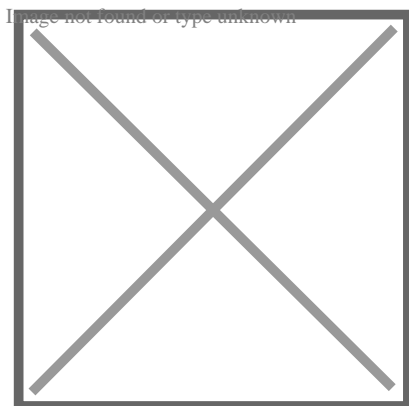
Google Business Profile

[\[edit\]](#)

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)**

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^[edit]

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17. ^ *"Dear Google: 4 suggestions for fixing your massive problem with fake reviews"*. Search Engine Land. 2017-06-15. Retrieved 2017-07-16.

External links

[[edit](#)]

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

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Frequently Asked Questions

Why is local SEO important for small businesses?

Local SEO helps small businesses attract customers from their immediate area, which is crucial for brick-and-mortar stores and service providers. By optimizing local listings, using location-based keywords, and maintaining accurate NAP information, you increase visibility, build trust, and drive more foot traffic.

How does content marketing impact SEO?

Content marketing and SEO work hand-in-hand. High-quality, relevant content attracts readers, earns backlinks, and encourages longer time spent on your site factors that all contribute to better search engine rankings. Engaging, well-optimized content also improves user experience and helps convert visitors into customers.

How can search engine optimisation consultants help my business?

Search engine optimisation consultants analyze your website and its performance, identify issues, and recommend strategies to improve your search rankings. They provide guidance

on keyword selection, on-page optimization, link building, and content strategy to increase visibility and attract more traffic.

What is a local SEO agency?

A local SEO agency specializes in improving a business's visibility within a specific geographic area. They focus on optimizing local citations, managing Google My Business profiles, and targeting location-based keywords to attract nearby customers.

How do I find the best SEO company in Sydney?

To find the best SEO company in Sydney, look for a provider with a proven track record of success, transparent reporting, and a clear understanding of your business's goals. Check reviews, case studies, and client testimonials to ensure you are choosing a reputable partner.

What is the difference between local SEO and general SEO?

General SEO focuses on improving a website's visibility on a broader scale, often targeting national or international audiences. Local SEO, on the other hand, zeroes in on geographic areas, helping businesses attract nearby customers through local keywords, directory listings, and Google My Business optimization.

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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