

Local SEO Optimisation Guide

Web-Smart.Co

Best SEO Agency in Hertfordshire

Comprehensive guide to ranking higher in local search results. Covers Google My Business optimisation, local citations, review management, and location-based keyword targeting for maximum local visibility.

Google My Business

- ' Complete all business information fields
- ' Choose accurate primary category
- ' Add relevant secondary categories
- ' Upload high-quality photos (at least 10)
- ' Add business description with keywords
- ' Set correct business hours
- ' Add products or services
- ' Enable messaging
- ' Respond to all reviews
- ' Post updates weekly

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Local Citations

- ' List on major directories (Yelp, Facebook, etc.)
- ' Ensure NAP consistency everywhere
- ' Build citations on industry-specific sites
- ' Get listed in local business directories
- ' Claim and optimise Bing Places
- ' Create Apple Maps listing
- ' List on chamber of commerce website
- ' Get featured in local publications
- ' Build citations on review sites
- ' Monitor and update citations regularly

Review Management

- ' Encourage satisfied customers to leave reviews
- ' Make it easy (send review links)
- ' Respond to all reviews (positive and negative)
- ' Thank customers for positive reviews
- ' Address negative reviews professionally
- ' Never buy fake reviews
- ' Monitor reviews across all platforms
- ' Showcase reviews on your website
- ' Use review schema markup
- ' Track review metrics over time

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Location-Based Keywords

- ' Research local keywords (city + service)
- ' Include location in page titles
- ' Add location to meta descriptions
- ' Create location-specific pages
- ' Optimise content for "near me" searches
- ' Use local landmarks in content
- ' Target nearby cities and towns
- ' Include location in image alt text
- ' Create local blog content
- ' Build internal links to location pages

Dominate Local Search Results

Web-Smart.Co specialises in local SEO for Hertfordshire businesses:

- Complete local SEO setup
- Google My Business optimisation