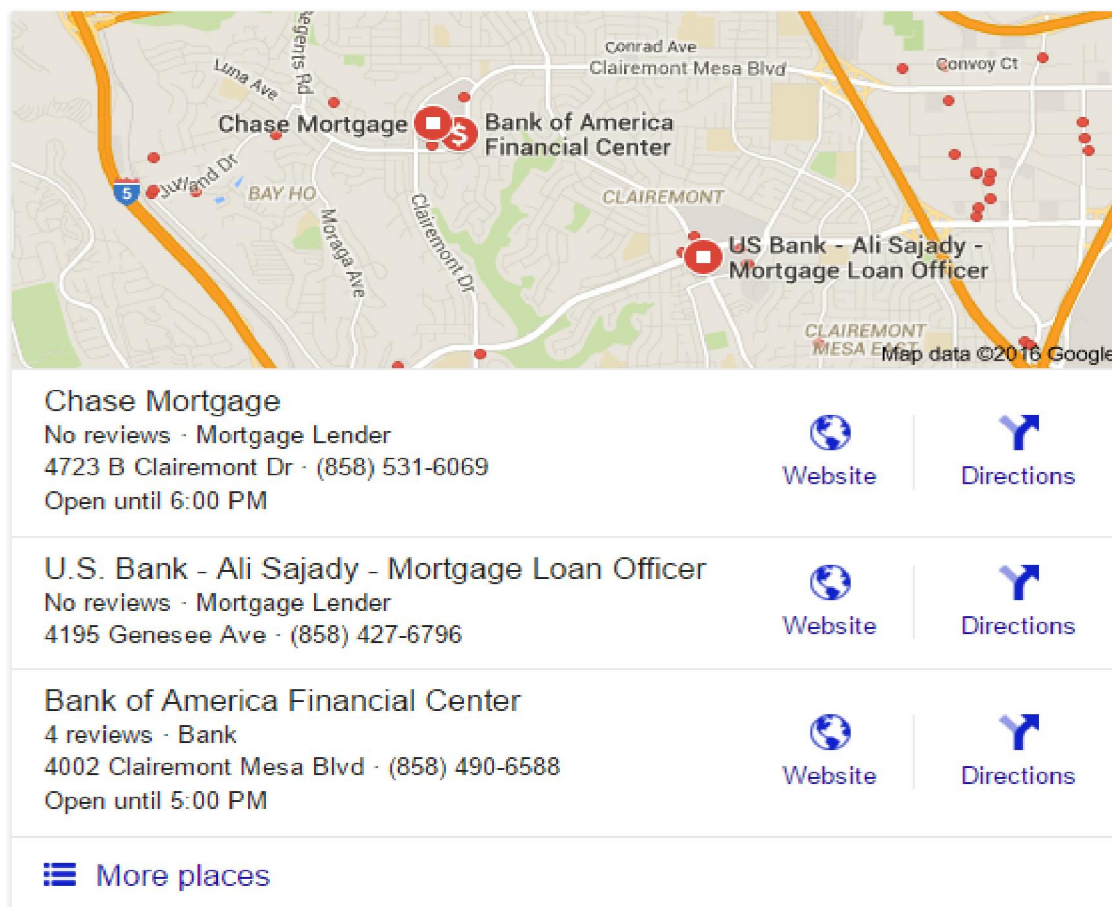


## Local Business SEO

While there are many similarities between traditional and local SEO, there are also many differences. First, when looking at the search results on Google, you will notice a section that has a map of the local area with a few listed businesses.

For example:



# Local Business SEO

These search results are more focused towards someone who is looking for a local business.

Local SEO is based off of the physical location of your business. With local SEO, your business can only be listed once, whereas in traditional SEO, you could potentially have many pages found for a variety of searches.

Most importantly, the biggest difference is that these results are based on where your business is and the areas you service.

If your business is located in San Diego and you want to be found on local searches in Boston, that will never happen.

Before you start any work on local SEO, you have to make sure you've registered your business on all the major search engines. Without doing this, your business will not show up in local SEO results.

You will have to fill out some information on your company, and in most cases the search engines will send you a postcard with a unique PIN number that you'll need to enter to verify your business.

For Google, Bing and Yahoo; follow these steps:

<https://www.google.com/business/ce/mws/>

<https://www.bingplaces.com/>

<https://help.yahoo.com/kb/SLN15966.html>



# Getting Set Up

When you are setting up your profile in the search engines, it's very important to take the time to fill out all the fields that they offer. A full profile will always look better to the search engines compared to one that isn't.

When creating your strategy for local SEO, these are some important points that you'll want to follow:

- **Name, Address and Phone Number** - your company's name, address, and phone number, or NAP as it is commonly referred to, is the most important factor when it comes to local SEO. What that means is your company's name, email and phone need to be accurate and be consistent on all online references. That, of course, means your local SEO profiles with the search engines, but also your company website, and essentially any reference to your business online. In these geo-targeted searches, the search engines cross-reference your NAP on many different online sites, and then if they are consistent, it validates your business.
- **On-Page Website Signals** - your website's on-page signals are a very important indicator to the search engines. When they index your website, they will look for NAP consistency, but also keywords in your title tags and the content of your website to match what you are looking to be found for.
- **Off-Page Website Signals** - I already mentioned the importance of NAP and its accuracy -- having an accurate NAP on various online locations is vital for better local SEO placement. Beyond that, similar to traditional SEO, links pointing back to your business are also very strong validation points to search engines.

A positive reputation on review sites and popularity on social media also fall under important off-page website signals, so make sure your business is out there. Just don't forget to always include your NAP.



# Conclusion

Local SEO can really help a smaller businesses compete in the search engine game with the big companies.

You'll of course be limited to your local market, but in most cases, local searches yield a higher quality level of traffic.

That means the leads you'll be generating with your website and landing pages will be of higher quality, which should equate to more sales.

To book a marketing consultation on this topic (or other), go to:

[www.leadPops.com/consult](http://www.leadPops.com/consult)

Keep in mind, expert marketing consultations are included FREE with your Funnels Membership.

Written by Peter Barankiewicz

