Local SEO

1. Google My Business is a free tool for businesses and organizations to manage their online presence across Google. Google My Business allows businesses to provide information about the business, photos, and more. Users are able to leave reviews and admins will receive stats about visitors and the searches that brought them to the business’s page.
2. Three factors that influence rankings on local search results are relevance, distance, and prominence. Relevance is about how well your business listing matches the users’ search terms. Distance covers the geographic location that local searches are bound to and Google uses what it knows about where a searcher is physically located, including location terms in the search query. Prominence measures how well-known your business is across the web.
3. A citation is any mention of you business name, address, and phone number on the web. Citation should be exactly the same wherever they appear.
4. MOZ local is a site that provides information on local search. It also allows you to check how your business looks on lots of directory websites and local listings pages.
5. **Battlecat Coffee Bar (46%):**

* Yelp needs 5 more photos and 2 more categories
* Factual needs 1 more category
* Business name and information are inconsistent on Facebook, Yelp, and Localeze (listed as Izzy’s Coffee House)

**Harvest Records (73%):**

* Photos need to be added to Yelp, Hotfrog, Insiderpages, and Citysearch
* Categories need to be added to Superpages, Factual, and Hotfrog

**Nine Mile – Montford (70%):**

* Photos need to be added to Yelp and Hotfrog
* Categories need to be added to Yelp, Factual, and Hotfrog
* Address, phone, and website are inconsistent on Localeze, Acxiom, and Hotfrog

1. Three possible categories for Harvest Records are “Music Store”, “Used CD Store”, and “Record Store”.
2. Whitespark is an online tool that specializes in improving businesses’ local SEO rankings. This program finds valuable citation opportunities and searches for customer testimonial and review prospects. Whitespark also tracks your search engine rankings by location. It allows you to manage all of your local citations in one place.
3. For a majority of consumers, positive customer reviews make them more likely to use a local business. Users trust reviews as much as personal recommendations. Reviews help your online reputation and can bring more customers to your business.
4. Businesses can illicit reviews from users offline, by email, or on the business website. Offline can include phone calls, physical mail, or in-store interactions. Email provides the business the opportunity to send out invitations to customer satisfaction surveys or to leave a review for a recently purchased product. The business website offers the most control allowing the creation of testimonials or shared experiences from past customers.
5. The signals used by search engines to decide which pages to show include on-page optimization and content, verified owner on Google My Business, reviews, photos, linking domains, link quality, word count, keyword occurrences, and citations. Setting up your Google My Business page gives you the opportunity to make sure your contact info and location are correctly listed in search engines. Google reviews help to increase your local rankings. Photos can give your user a literal image of your location, staff, and what your business is about. Quality and relevant links increase your search rating. Optimal word count in content has the highest correlation with rankings.

11.

<div itemscope itemtype="http://schema.org/MusicStore">

  <span itemprop="name">Harvest Records</span>

  <div itemprop="address" itemscope itemtype="http://schema.org/PostalAddress">

    <span itemprop="streetAddress">415 Haywood Rd Ste B</span>

    <span itemprop="addressLocality">Asheville</span>,

    <span itemprop="addressRegion">NC</span> <span itemprop="postalCode">28806</span>

  </div>

  <span itemprop="telephone">(828) 258-2999</span>

  <a itemprop="url" href="http://harvest-records.com/">harvest-records.com</a>

  Hours:

  <meta itemprop="openingHours" content="Mo-Sa 11:00-20:00">Mon-Sat 11am - 8pm

  <meta itemprop="openingHours" content="Su 12:00-19:00">Sun 12pm - 7pm

  Payments Accepted:

  <span itemprop="paymentAccepted">

    Cash

  </span>,

  <span itemprop="paymentAccepted">

    Credit/Debit Card

  </span>

</div>