How Local SEO can Impact in Business

Search Engine Optimization (SEO) is a method to promote a business online to people who are looking for the similar products and services offered by a business. Local SEO is simply showing Google search results based on the location and the type of product and services offered by a business. In other words, SEO based searches find the desired physical business for a customer near the desired location chosen on the Google map. With the emergence of technology, 89% of people search for business detail in their smart mobile phones and the number is increasing day by day. Moreover, a study reveals that 72% of people who search for stores online visit the stores and around more than 80% call the business. So, Local SEO has become an indispensable means of getting access to more potential customers.

What impact does SEO have on a business?

• Customers use search engines to find physical stores in their preferred geographical location. Google lists the stores based on the Google 3-pack recommendation. Google 3-pack is a technique adopted by Google to show the potential customers top 3 businesses in their preferred area that are selling products or offering services similar to what the potential customers are looking for. Moreover, the addresses are all Google map verified meaning the given location is authentic and precise. It will be profitable for a business to be on Google 3-pack as it helps to drive traffic and get access to more potential customers, which increases the purchase and lead generation of the business.

• It will improve the local search ranking of the business if the information of the business is properly managed using Google My Business. Search results boost ranks if the review and rating about a particular business are commendable and good. Being at the top of the rank will not only help to promote a business, but it will also help to attain potential consumers and preferably more profit.

• If you associate your business website page with other websites, it will give your business page the credibility required to rank higher in the search results thus increases your chances that the potential customer will discover your business increasing your lead generation. Hence collaboration can be a key to be at the top of the search result rank.

• Google search shows reviews of a business. Reviews are the customers’ experience of taking service or buying products from your business. Good reviews automatically increase your possibilities of good rank in the Google search. Moreover, seeing good reviews about your business might attract new and potential customers and can help you to build goodwill for the business. Focusing on customer satisfaction can be a key factor for good reviews.

Local SEO has become a very important tool for businesses to promote online to billions of potential customers. Moreover, it drives traffic to the website of the store and helps to collect lead for the business. Any business can reach more potential customers online than through offline promotion. Hence, focusing on Local SEO can be quite beneficial for any business.