# Local SEO

*Define and explain Google My Business? How is Google My Business used to effectively market a business to its local customers?*

Google My Business is a tool that enables you to manage and optimize your Business Profile on Google. This is a beneficial tool for business with physical locations, as it allows the owner to add and verify important information like location, operating hours, and phone number. These results will not only show up in normal Google searches, but will show up in Google Maps searches relevant to that business. Potential customers can get an easy glimpse at the basic information they may need including photos, reviews, location and contact info without needing to even visit the businesses website.

*List and explain are the three factors that influence rankings on local search results. Relevance, Distance and Prominence.*

Relevance: Relevance refers to how well a business listing or the content of a website matches what a user is searching for. Complete, detailed, and up-to-date business information improves your relevance and helps match your listing to relevant local searches.

Distance: Distance refers to the distance between your listing’s indicated location on Google and the location term used in a Google search query. The location term is simply the user’s location, so: the closer your business is to the user, the higher your business is likely to rank.

Prominence: Prominence refers to the offline and online prominence of your business. According to Google: “Some places are more prominent in the offline world — famous museums, landmark hotels, or well-known store brands.” Online prominence is determined on the kind of information available on the Web about your business — including quantity and quality of online reviews and online scores and ratings.

*What is meant by a Citation? Why is it important that your citations are consistent?*

A local citation is any online mention of partial or complete name, address, and phone number of a local business - also called NAP data. Citations can occur on local business directories, on websites and apps, and on social platforms. Citations help people to discover local businesses and can also impact local search engine rankings. Specifically, having high quality basic citations can help you rank accurately on Google’s local search interfaces.

*What is MOZ local?*

Moz Local is an automated listing management tool with active and continuous syncing of location data to our partner directories. The primary purpose of Moz Local is to positively affect your visibility on Google by enabling you to publish location data and maintain its consistency in bulk.

*Use MOZ Local to search for 3 local businesses that you are familiar with. List them and include any incomplete, inconsistent and duplicate information for each business. Include the percentages.*

The Orange Peel: No hours listed on Facebook or Google products, no photos on Bing search. Missing from most other directories. 42% missing, 54% incorrect, 4% correct.

Pad Thai Asheville: Google products look good, Facebook missing photos, not found in many other directories. 73% missing, 19% incorrect, 8% correct.

Moog Music Inc: Google and Facebook products complete information, most others missing. 58% missing, 34% incorrect, 8% correct.

*What is Whitespark? Explain how you can use it to research and manage your citations?*

Whitespark offers a suite of tools focused on improving local SEO. Their local citation finder tool allows you to find and manage all the citations on the web relating to your business. As well, this tool helps discover new citation opportunities, investigate your competition’s citations, and manage all this info in a visual dashboard.

*How can online reviews help your business’ reputation?*

Online reviews serve a similar function to word-of-mouth recommendations in the offline world. Customers are more likely to spend at a business that has a good consensus among reviewers, displaying the business as a reputable operation. Additionally, easy to scan star based review systems will rank a business higher than the competition in local search, making it easier for potential customers to find your business.

*What three strategies can you use to illicit reviews from customers?*

Asking for a review via follow up email. If the customer email is collected, a post-sale email can prompt the customer to leave valuable feedback.

Request reviews via SMS text. If customer phone information is collected, this can prompt a quick mobile review, a much more convenient option for many people.

Ask for reviews at the point of sale. This can be done in many POS systems

*List and describe the different signals Google and other search engines use to decide which pages to show and in what order when a user types in a search query.*

Although Google and other search providers algorithms are closely guarded, they give some guidelines as to what signals they look for when returning search results. Some of those signals include: words of your query, relevance and usability of pages, expertise of sources, and your location and settings. While signals like keywords play a major role, the sophistication of these search programs has reached levels of comprehension that allows for context of keywords to signal relevance of page content to the searcher. Context around the search also plays into results and order they will be returned. For instance, a mobile search will try to first deliver information and pages most relevant to the searcher’s location. Many factors come into play, but by focusing on relevance, quality of content, and usability of your site your SEO will benefit.

## Local Business Schema

## {

"@context": "https://schema.org",

"@type": "DaySpa",

"name": "Muscle Mechanic Mobile Massage",

"image": "",

"@id": "",

"url": "https://www.musclemechanic.me",

"telephone": "8285790866",

"priceRange": "$100-$200",

"address": {

"@type": "PostalAddress",

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"addressLocality": "Asheville",

"addressRegion": "NC",

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"addressCountry": "US"

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"dayOfWeek": [

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"Tuesday",

"Wednesday",

"Thursday",

"Friday"

],

"opens": "11:00",

"closes": "19:00"

}

}

## Optimizing my site for local SEO

I decided to claim my business on Google My Business and fill out relevant information regarding my offerings, location and hours. Also, after checking my site on Moz Local, I decided to claim my business on Bing and Facebook as well. By including my NAP in as many of the sites listed on Moz Locals directory, I hope to bring my scores up to reflect accurate information and make my local SEO strategy more robust. I will also be checking the auto generated schema provided by yoast on my site, against the one I created above, to ensure the best information is being presented.