

Local SEO Tips The Pros Don't Want You To Know

CLASSIFIED

TOP SECRET

Featuring our very
own SEO
manager...

Cole Ingram!



Local SEO is a little different.



Goals of local search engine optimization include:

- having a targeted visibility in Google Local Search and other search engine equivalents;
- appearing in local business listings' and,
- ultimately, attracting your clients in the areas surrounding your business.

- **Local SEO has become even more important over the years.**
- **1 in 3 queries people type into a standard Google Search bar are about places.**
- **This is up from 1 in 5.**

Why does Google's use of geographic information make local SEO something that you should consider?



Consider Google search results...

190 personal results. 14,800,000 other results.

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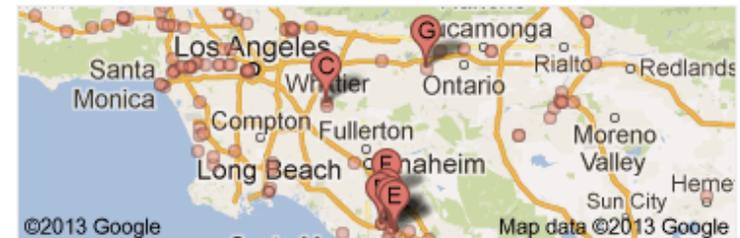
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Local



Google Places / Google+ Local

- G+ Local is the old Google Places; combines local search with customer reviews.
- Has the biggest impact on search. You're more likely to show up in search if you claim your Google + Local profile, optimize it and get good reviews. Positive (REAL) reviews on Local matter.



Google+ Local – Getting Started

- Use <http://www.google.com/places/> to get set up.
- Use the link highlighted below (don't click the chef!)

See reviews from people you know



Choose the right places with Google+ and Zagat

Reviews from people you know and scores and summaries from Zagat.

[Explore Google+ Local](#)

Get your business found on Google



Claim your business listing on Google - for free

Google Places for Business lets you respond to reviews, learn insights and more.

[Get started now](#)



Google+ Local – Set up, Uses, Your Site

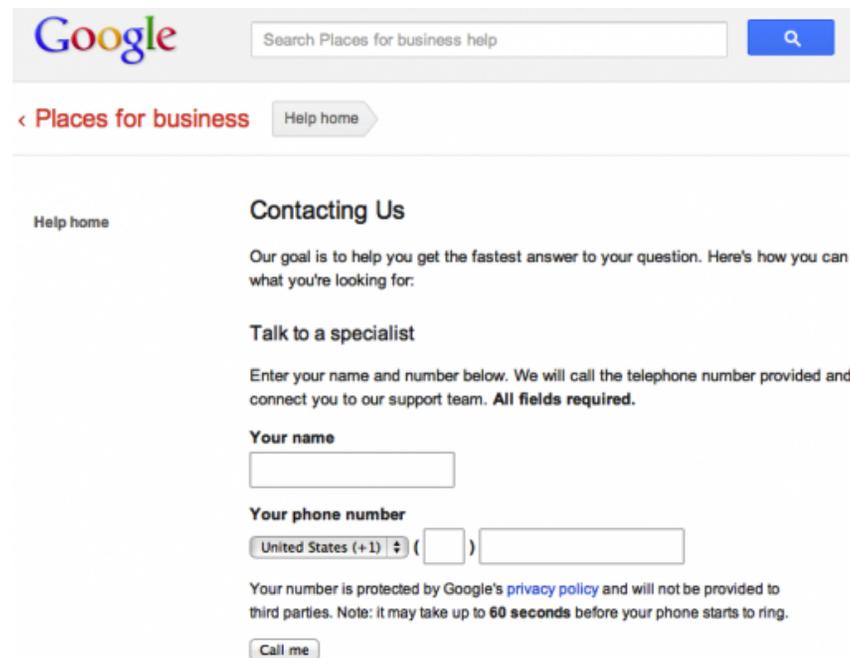
- Set up: Set up or claim your Local listing. Use the same Gmail account as your Profile and Page. It can take a few weeks for Google to send you a postcard or phone call to complete verification.
- Set up one Local page for each of your offices.
- Look for duplicate Local pages—this can be very bad—and delete them.
- Your site: Include a link to G+ Local on the REVIEW page on your website!





When you are updating your listing, enter the **local** telephone number you use for your office, not a toll-free number!

Google Now Provides Phone Support for Verification Issues!



Google Search Places for business help

< Places for business Help home

Help home

Contacting Us

Our goal is to help you get the fastest answer to your question. Here's how you can find what you're looking for.

Talk to a specialist

Enter your name and number below. We will call the telephone number provided and connect you to our support team. **All fields required.**

Your name

Your phone number

United States (+1) ()

Your number is protected by Google's [privacy policy](#) and will not be provided to third parties. Note: it may take up to **60 seconds** before your phone starts to ring.

Call me

What to Include in Your Listing

- If ever there was a time to let people know about your business, your listing is your best opportunity to do so.
- Write a compelling description of your business that shows how you can help people.
- Upload pictures of your staff and your office.

Optimize Your Listing

- Before you do anything, you should check out your competition. Find out which of your competitors are consistently obtaining top spots in Google+ Local.
- Click on each profile to review the information the business has included and the keywords being used.

2012 Google+ Local Factors...

1. Physical address in the city of search
2. Proper Category Associations
3. Proximity of Address to Centroid
4. Domain Authority of Website
5. Quantity of Structured Citations (IYPs, Data Aggregators)
6. City, State in Places Landing Page Title
7. Quantity of Native Google Places Reviews (w/text)
8. Quality/Authority of Structured Citations
9. Local area code on Place page
10. HTML NAP Matching Place Page NAP

Google Ranking Factor #1: Physical Address in the City Searched

- When a group of local search experts was asked the most important ranking factor in Google+ Local, the physical address of the business won.
- You have to ensure that your business's physical address is actually located in the city where you want to rank in Google+ Local.



With organic search engine optimization, there are ways to “manipulate” the search results—such as building links (including anchor text) to other cities, adding content based on other cities, etc.—so that you rank for multiple cities.

But for the Google+ Local searches, how can you rank for cities in which you're not located?

- Simple answer: *you can't, unless you have an address in that city.*
- More on this in the 3rd Ranking Factor

Google Ranking Factor #2: Proper Category Associations

- Specifying categories that are related to your business that include keywords you would like to rank for is becoming increasingly important to your Google+ Local success. Simply put, if your business is not associated with the proper category, it will be tough to rank for that category.

Category Tips

- Do not use Geo-modifiers in your custom categories
- Go with applicable Google-supplied categories over Custom Categories
- Feel free to use Custom Categories, but order them after Google Categories

Google Ranking Factor #3: Proximity of Address to Centroid

- The distance to Centroid is relative to the location. Ex: 0-1 mile could have an impact in a major city; 0-10 miles could have an impact in a suburb. 5 Miles is safe.
- The greater the density of local competitors, the more of a factor it is.

Google Ranking Factor #3: Proximity of Address to Centroid

- In the past, the Centroid meant the literal center of a city.
- Now the Centroid can be the Commercial center of a City or a Major Commercial Area.
- The best way to overcome this with strong off-page SEO.

Google Ranking Factor #4: Domain Authority of Website

- This is a ranking factor that is becoming increasingly important, and what it means in a nutshell is: If your site isn't going to rank organically, than it's most likely not going to rank locally.
- The caveat is that this is only for Relevant Searches.

You can measure authority of your page with FWM's Competitive Analysis Tool

COMPETITIVE ANALYSIS

Select a Site



Select a Practice Area



Select a Radius



**PLEASE SELECT A WEBSITE, PRACTICE AREA, AND
RADIUS**

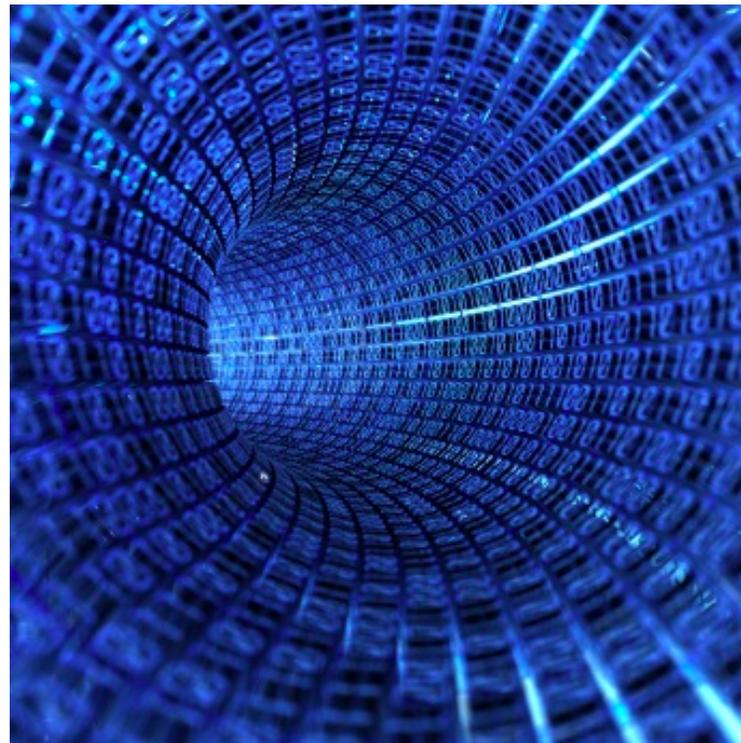
Google Ranking Factor #5: Quantity of Structured Citations (IYPs, Data Aggregators)



Remember when we said earlier that “manipulating” Google+ Local is almost impossible?

Well, it is because they verify *everything* in order to reduce the number of potential spam and insincere business listings. Google also pulls from a large number of data providers (or websites) to verify your physical address, phone number, service offering, and points of contact, to make sure everything matches up where it should.

The following websites provide data about your business directly to Google+ Local....



Primary Data Providers:

- **Localeze** — A resource trusted by Google that verifies and submits your business data to Google+ Local, as well as to the following websites (which are, in some cases, secondary data providers to Google Places):
 - You can list your site with Localeze by going to <https://webapp.localeze.com/bizreg>, signing up, and filling out the required information.
- Yahoo
- Bing
- Twitter
- Facebook
- Yellowpages.com
- DexKnows.com
- TomTom
- 411.com
- Whitepages.com
- Yellowbot
- Comcast.net
- Cox (Kudzu)
- Edmunds.com

- **InfoUsa** is another resource trusted by Google that submits your data to Google+ Local. They also submit to 

- Bing Local
- Yahoo Local
- Ask
- GetFave.com
- AOL Local
- Superpages.com
- Telenav
- Tellme
- DAPlus.us
- Switchboard.com
- Centerd

Google+ Local also pulls from a number of secondary data providers indirectly. We would recommend, in addition to **Localeze** and **InfoUsa**, getting your business/website listed on **Universal Business Listing** (<http://www.universalbusinesslisting.org>)

- **Yext.com** has a powerful program that will ensure that the right information is listed about your business on each of the local websites within their network.



Google Ranking Factor #6: City, State in Google+ Local Landing Page Title

- This means that your landing page needs to be optimized for the city and state you want to rank for locally. So, be sure to put the city and state in your landing page title.
- What happens if your business has locations in more than one area? Well, there are a few ways to handle that.

- The best way would be to have different landing pages for each of your Google+ Local pages. Let's say you have locations #1 and #2 in Dallas and Austin. For the Google+ Local Page of location #1, you make your home page the landing page, which is optimized for Dallas. For location #2, you make the landing page an Austin-specific page on your website.

Google Ranking Factor #7: Quantity of Native Google+ Local Reviews (w/text)

21 Reviews from everyone and 6 scores without reviews Most helpful

 **Q Scott White** reviewed 6 months ago
Quality Excellent Appeal Good Service Poor to fair
Ordered an item for pickup at the store. Appeared at the in-store pickup booth at this location. Several staff had to go to the back on my behalf to notify them of my presence.

Helpful?  

 **Q Cheng-i lin** reviewed 3 months ago
Quality Excellent Appeal Excellent Service Excellent
Very spacious! You can find everything you want here!

Helpful?  

 **Q Carl Yeksigian** reviewed 5 months ago
Quality Poor to fair Appeal Poor to fair Service Poor to fair
There is no way to go in there, grab what you want, and get out. I feel targeted going in here because they don't check everyone's bag, easier and cheaper to get everything I'd buy here on amazon.

Helpful?  

 **Q Topher Ziobro** reviewed a year ago
Overall Good
Decent selection, easy access. This place is located right on the corner of a subway stop and is really easy to get to whether coming from uptown or downtown to grab some games or equipment. It's not the biggest Best Buy in the city so the selection is small depending on the gear you're looking for but it designed to get you in and out.

Helpful?  

Google Ranking Factor #7: Quantity of Native Google+ Local Reviews (w/text)

- In order for your reviews to show you must create a personal Google+ account for the gmail address associated with your Local account.
- The person reviewing your Local listing, must also have a personal Google+ account and be logged in.

Google Ranking Factor #7: Quantity of Native Google+ Local Reviews (w/text)

- DO NOT SUBMIT FAKE REVIEWS
- ANYTHING ELSE IS A WASTE OF YOURS TIME AND THEIR TIME.
- If you do not want to comply with the last slide, seek reviews on 3rd Party Sites (Local Citations)



Other factors that we think are important:

Multiple Listings on Google+ Local

- An important question that often comes up is how to handle multiple office locations. If you have more than one physical location, you should create a listing for each one. Follow the same steps that have been mentioned and include a phone number that is specific to that office. It should not be the same telephone number as your other locations.

Bing and Yahoo! Local

- Yahoo! has a local listing service, similar to that of Google. However, it is not tied to a map. The basic listing is free, but if you want to add additional features, you will need to pay a fee of \$9.95 a month.
- Bing Local is again similar to Google and is tied to a map. The listings are run through the Bing Business Portal.

In closing, one major benefit of local SEO to remember has to do with the popularity of mobile devices.

Local will pass 50% of all search queries in 2013-2014, but it already has on mobile devices.





Your Local SEO Checklist:

1. Claim and/or update your Google+ Local listing.
2. Obtain local citations—make sure you are consistent!
3. Encourage genuine reviews from your clients.
4. Make sure the landing page you use for your Local listing is optimized.

