

Why Local SEO is a

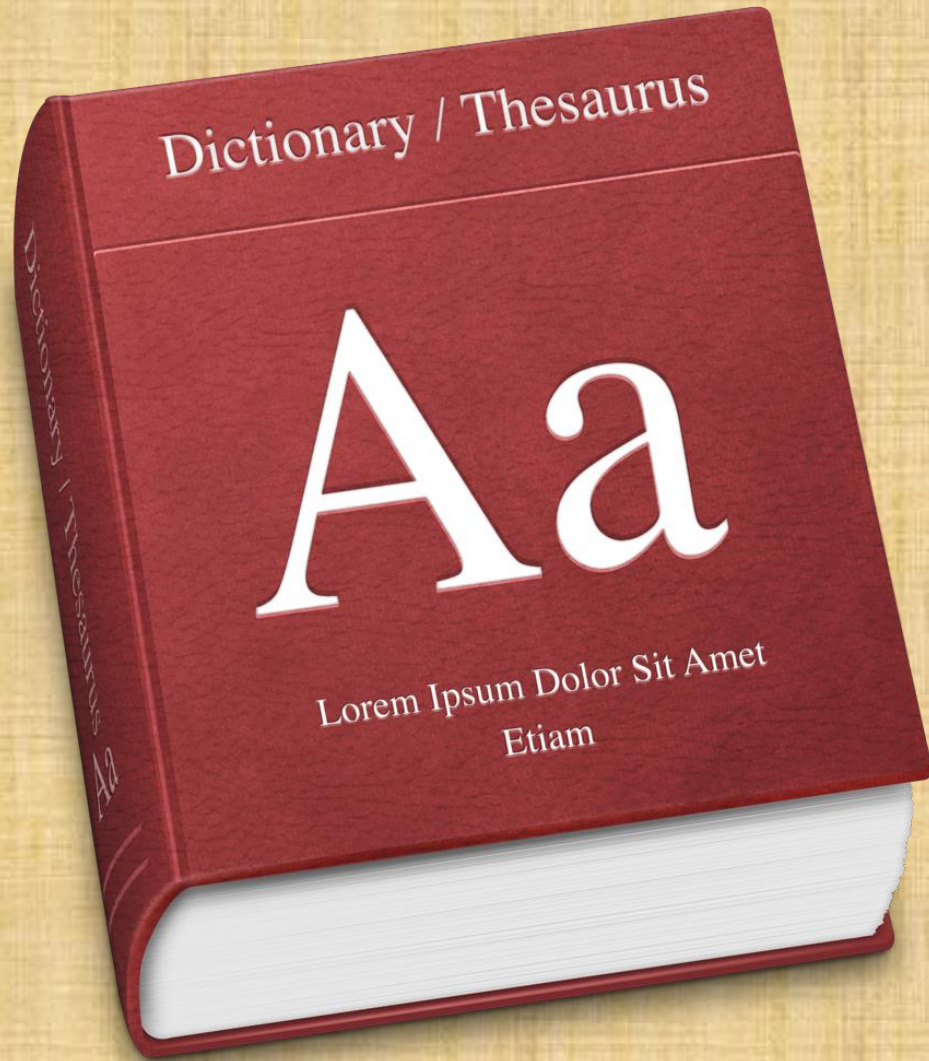
CRITICAL SUCCESS FACTOR

Senior SEO Analyst & Web Strategist Zach Stone



**What is local SEO
and why you
should care?**

lo·cal search en·gine op·ti·mi·za·tion



noun

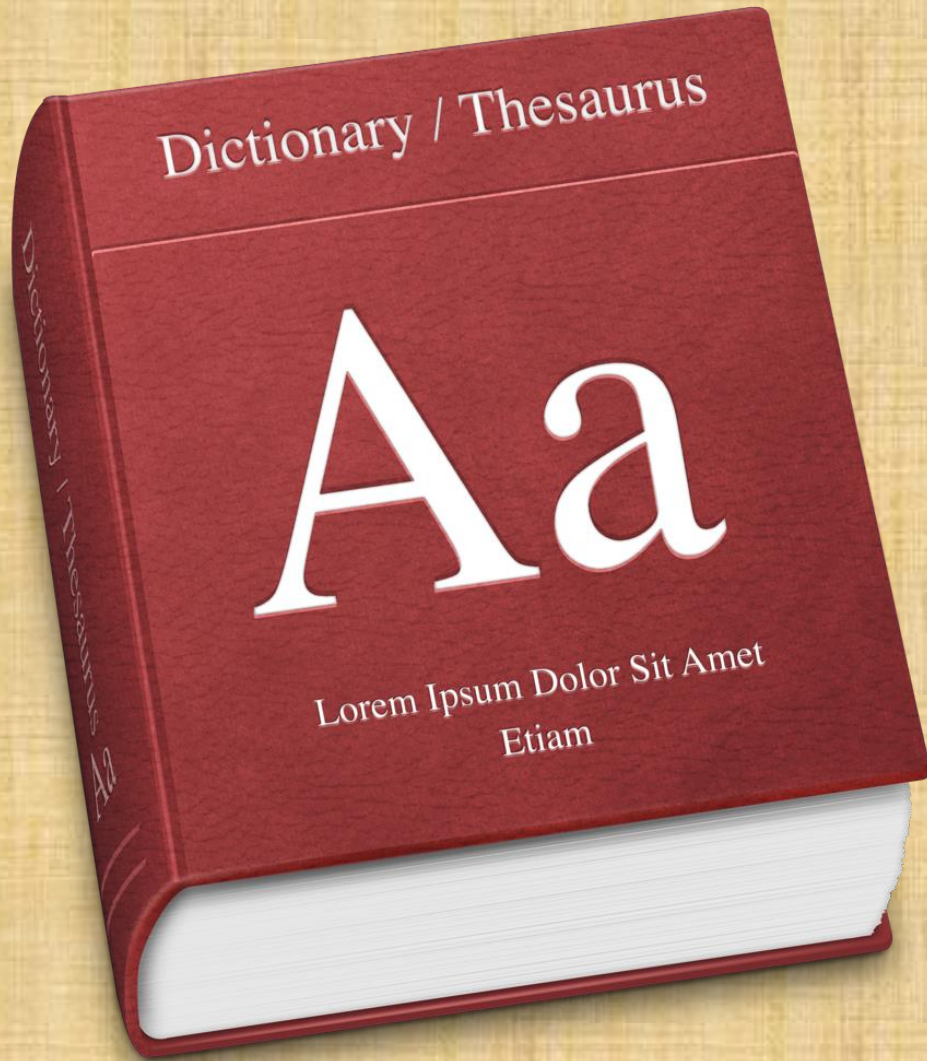
1. A highly effective form of online marketing that allows local businesses to promote their services to local customers at the time they're looking for a specific type of business.
2. The process of affecting the visibility of your business within local organic search results by optimizing your website, local profiles and citations.

lo·cal search en·gine op·ti·mi·za·tion

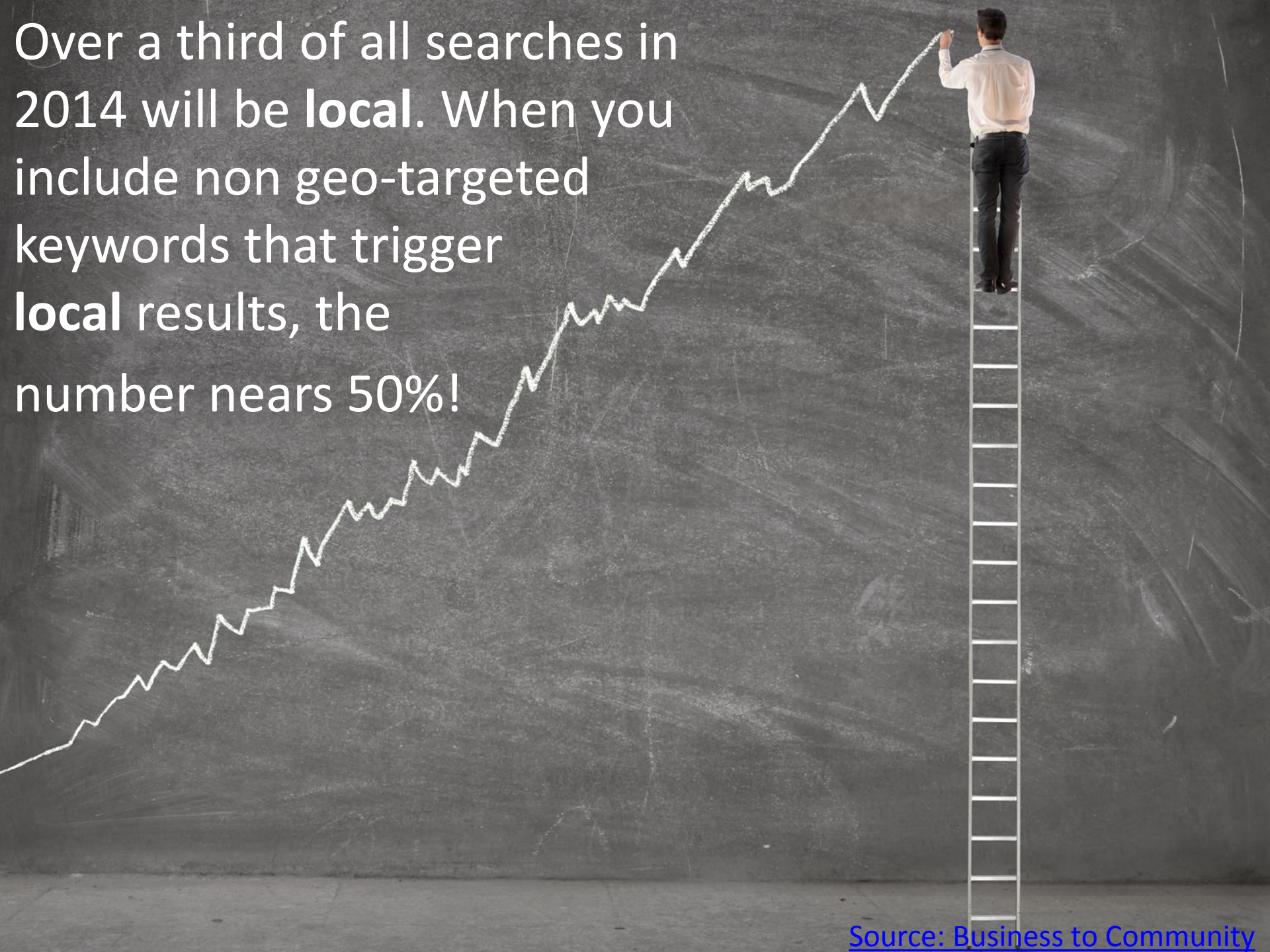
noun

3. Job for someone with exceptional organizational skills, eye for detail and a lot of time on their hands.

See also: headache, monotonous, frustrating, important



Over a third of all searches in 2014 will be **local**. When you include non geo-targeted keywords that trigger **local** results, the number nears 50%!



CONSUMERS SEARCH WITH LOCAL INTENT ACROSS DEVICES

4 in 5 consumers conduct local searches on search engines. They search on:



[Source: Search Engine Journal](#)

CONSUMERS ACT QUICKLY AFTER THEIR LOCAL SEARCH

% of consumers who visit a store within a day of their local search:

Smartphone

Computer/Tablet

50%

34%



Consumer behavior before visiting store and while in-store:

1 in 3

15%

searches on smartphone occur right before consumers visit a store

of in-store activities involve conducting smartphone searches about a product or for price comparison



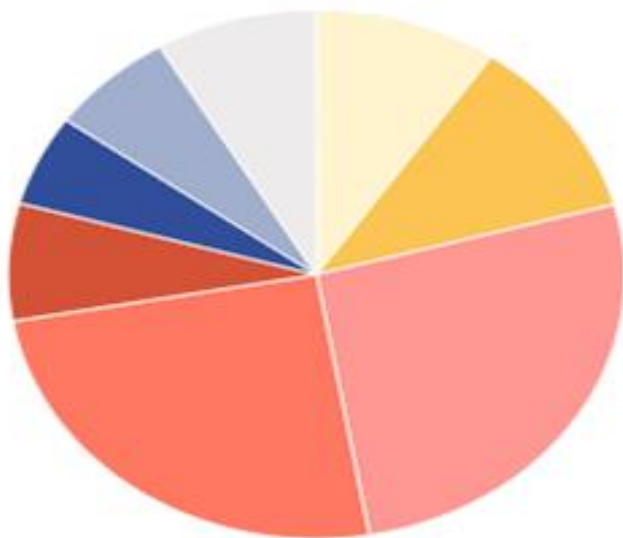
50% of local searches do not occur on search engines, but on directories and apps





Road Map to Successful Local SEO

Localized Organic Results



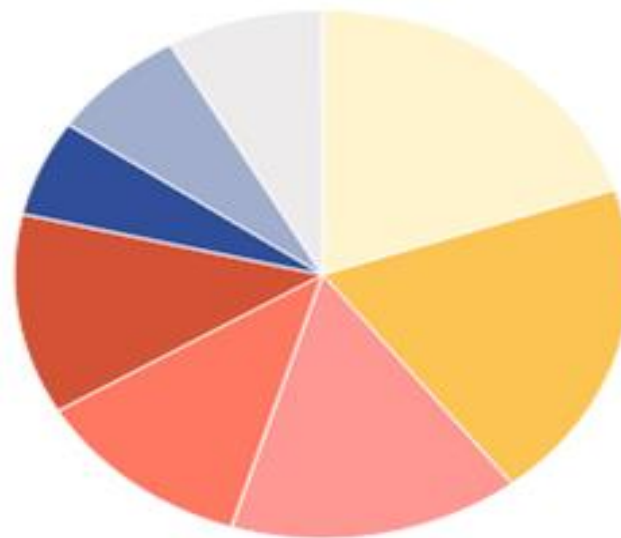
My Business Signals
(Categories, Keyword in Business Title, Proximity, etc.)

External Loc. Signals
(IYP/aggregator NAP consistency, Citation Volume, etc.)

On-page Signals
(Presence of NAP, Keywords in Titles, Domain authority, etc.)

Link Signals
(Inbound anchor text, Linking domain authority, Linking domain quantity, etc.)

Pack/Carousel Results



Review Signals
(Review quantity, Review velocity, Review diversity, etc.)

Social Signals
(Google+ authority, Facebook likes, Twitter followers, etc.)

Behavioral/Mob. Signals
(Clickthrough rate, Mobile clicks to call, Check-ins, Offers, etc.)

Personalization



Top 50 Pack/Carousel Factors

- 1 Physical Address in City of Search
- 2 Proper Category Associations
- 3 Consistency of Structured Citations
- 4 Quality/Authority of Structured Citations
- 5 HTML NAP Matching My Business Page NAP
- 6 Product / Service Keyword in Business Title
- 7 Domain Authority of Website
- 8 Proximity of Address to the Point of Search (Searcher-Business Distance)
- 9 Individually Owner-verified My Business Page
- 10 Proximity of Address to Centroid
- 11 Quantity of Structured Citations (IYPs, Data Aggregators)
- 12 City, State in Landing Page Title
- 13 Quantity of Native Google Maps Reviews (w/text)
- 14 Quality/Authority of Inbound Links to Domain

Negative Ranking Factors



- 1 Listing detected at false business location
- 2 Incorrect business category
- 3 Mis-match NAP / Tracking Phone Numbers Across Data Ecosystem
- 4 Mis-match NAP / Tracking Phone Number on My Business Landing Page
- 5 Mis-match Address on My Business Landing Page
- 6 Presence of malware on site
- 7 Keyword stuffing in business name
- 8 Reports of Violations on your My Business page
- 9 Presence of Multiple My Business Pages with Same Phone Number
- 10 Absence of Crawlable NAP on Location Landing Page
- 11 Absence of Crawlable NAP on Website
- 12 Association of Google My Business account with other suppressed listings

Standing out from the Crowd



Top 30 Difference-Making Factors in Competitive Markets

- 1 Domain Authority of Website
- 2 Consistency of Structured Citations
- 3 Quality/Authority of Inbound Links to Domain
- 4 Quality/Authority of Structured Citations
- 5 Proper Category Associations
- 6 Quality/Authority of Inbound Links to Landing Page URL
- 7 City, State in Landing Page Title
- 8 Physical Address in City of Search
- 9 Quantity of Native Google Maps Reviews (w/text)
- 10 Quality/Authority of Unstructured Citations (Newspaper Articles, Blog Posts)
- 11 Quantity of Citations from Locally-Relevant Domains
- 12 HTML NAP Matching My Business Page NAP



- Using virtual office addresses
- Using a toll-free 800 number
- Partially filling out G+ Profiles
- Using the wrong keywords
- Stuffing location unnaturally into content
- Forgetting to be social
- Ignoring your online reputation

{ N.A.P }

Name. Address. Phone Number.

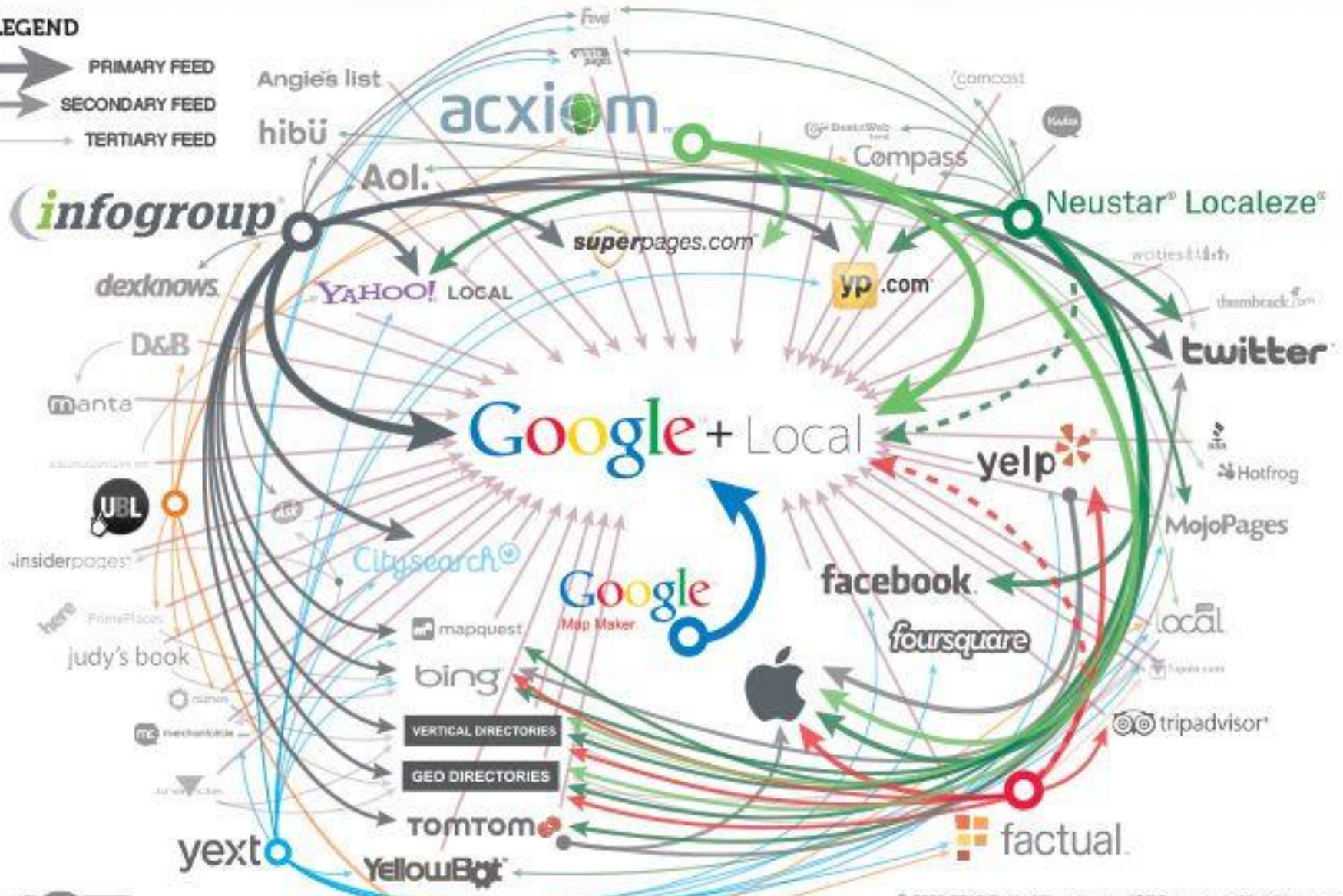
- Four primary sources of local citation data for all the major search engines:

[Infogroup](#), [Acxiom](#), [Localeze](#), and [Factual](#).

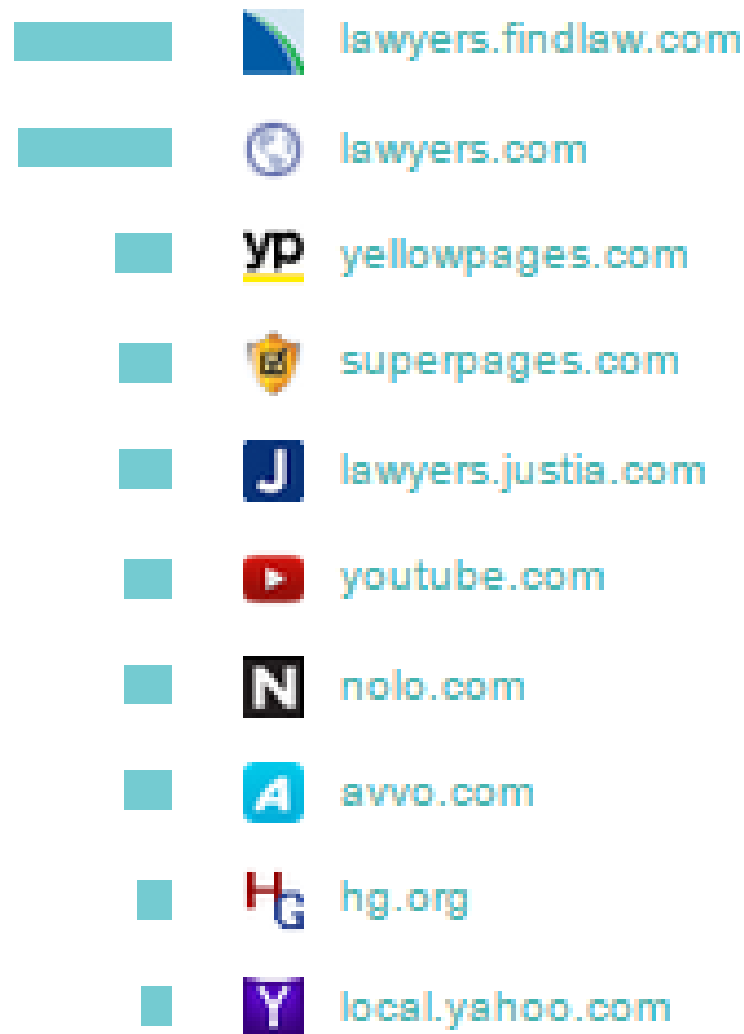
The Local Search Ecosystem

LEGEND

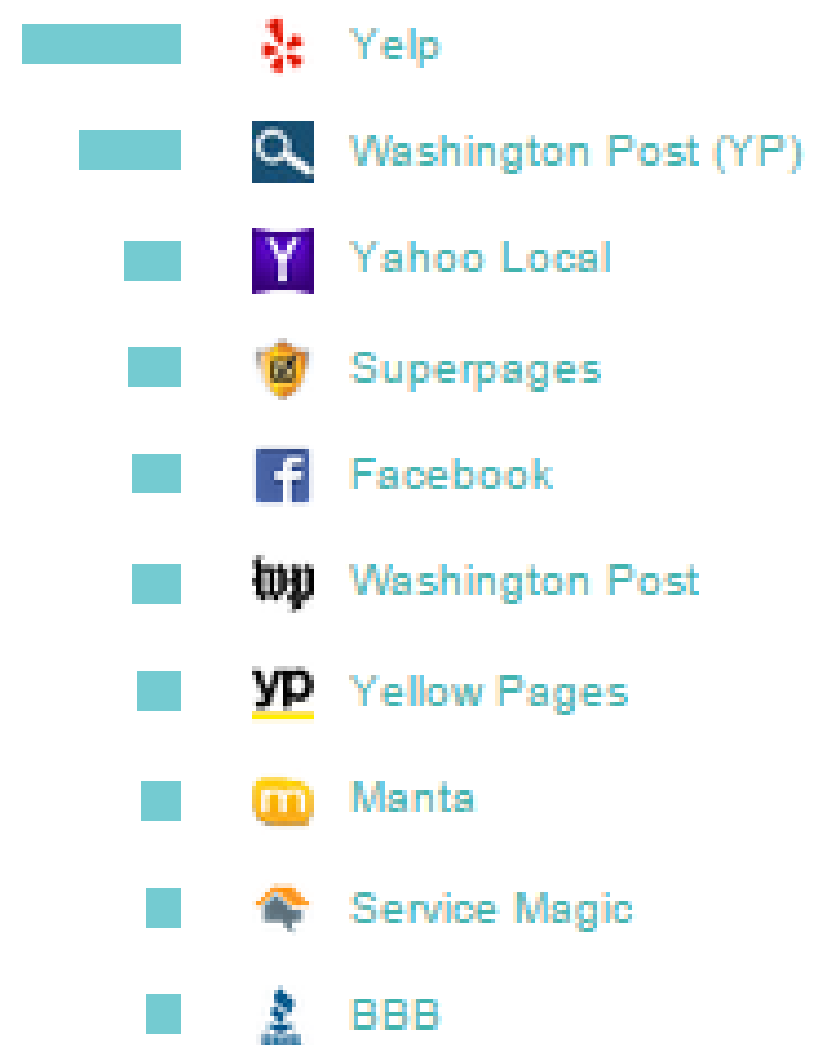
- ➔ PRIMARY FEED
- ➔ SECONDARY FEED
- ➔ TERTIARY FEED



Top Citation Sources for Attorneys



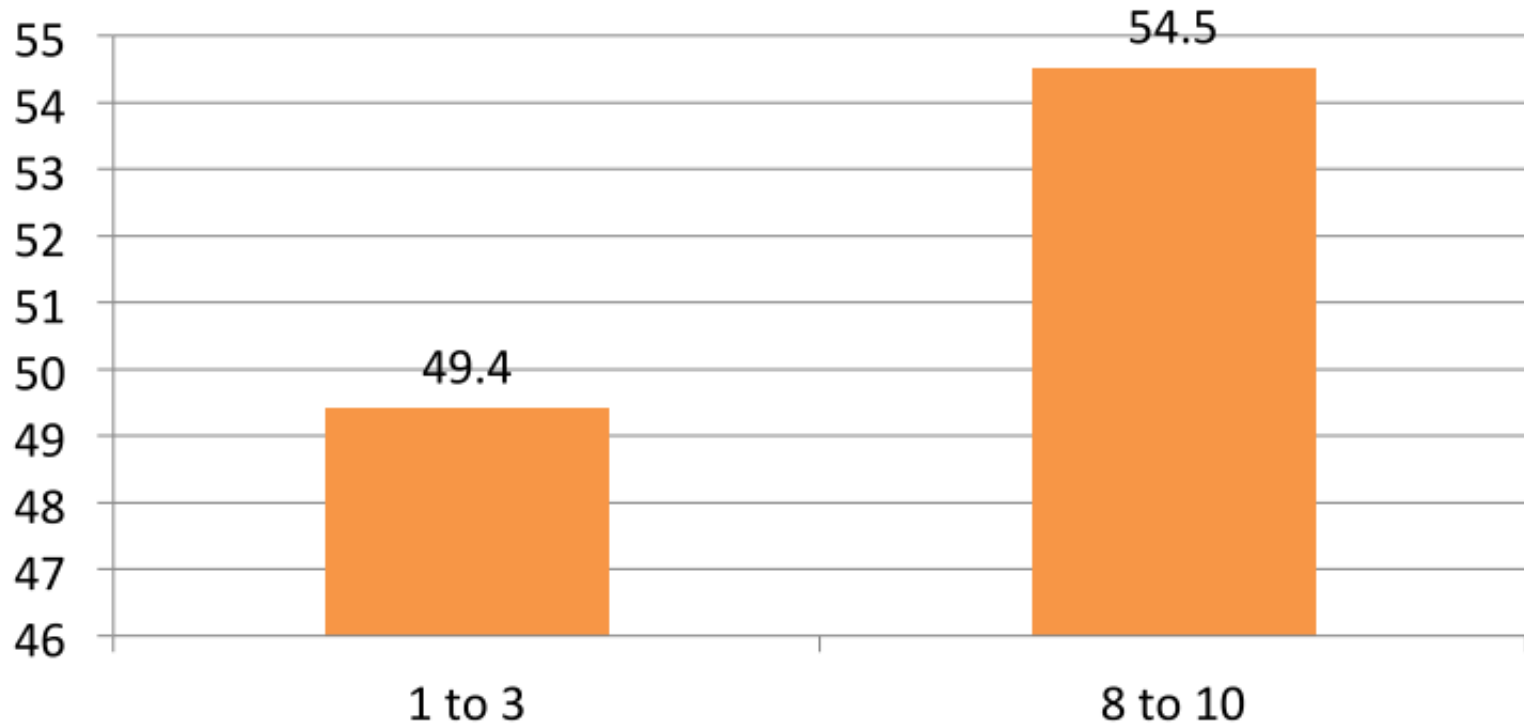
Top Citation Sources in Washington, DC



Consistency is Key!

Top Ranking PI Lawyers had 9% less

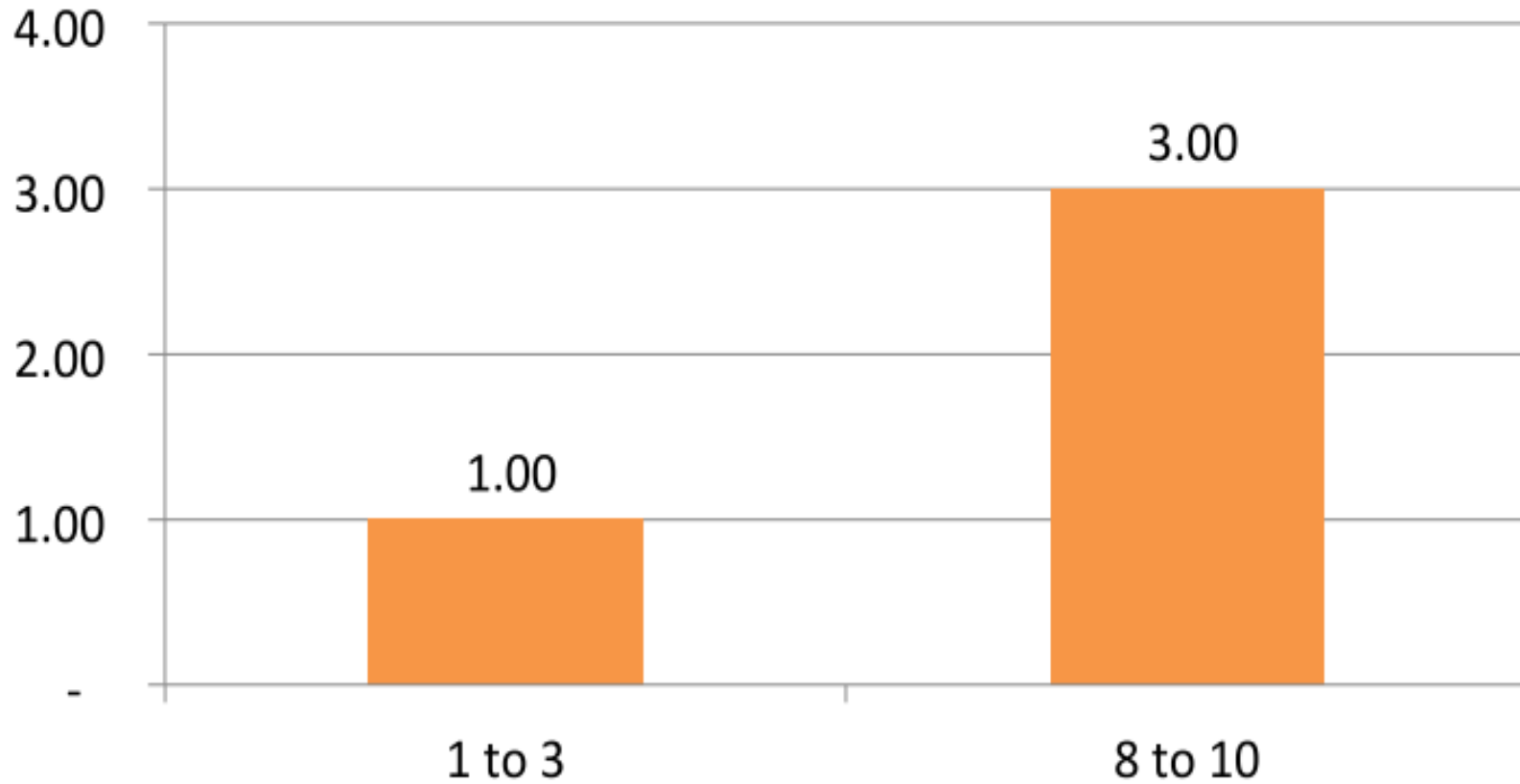
Total Citations (or local listings)



Using BrightLocal CitationTracker

@MikeRamsey

NAP Issues/Errors – (Infogroup)



Using MozLocal

@MikeRamsey



LOST

CONFUSED

UNSURE

UNCLEAR

PERPLEXED

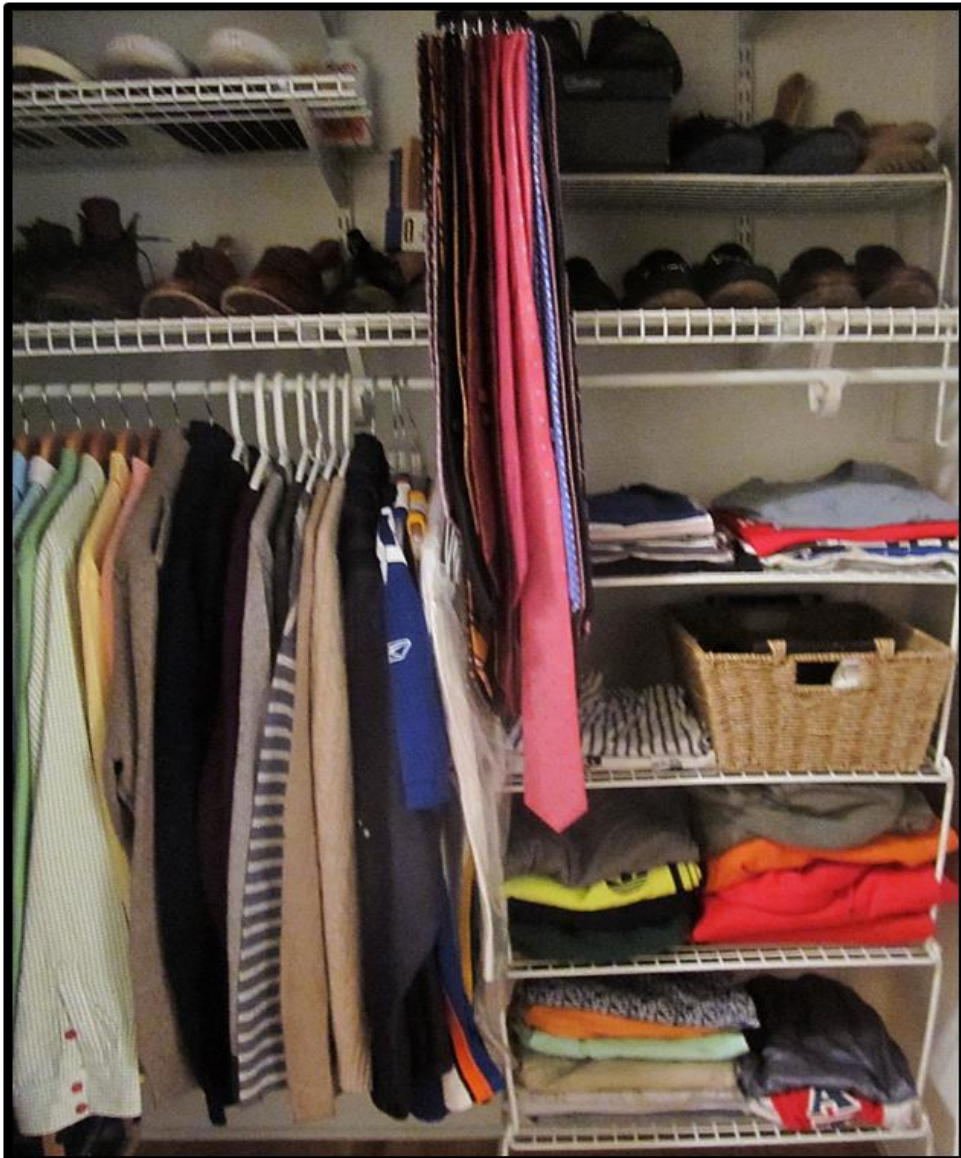
DISORIENTED

BEWILDERED

BEFORE



AFTER



Pro Tips

1. Include links to your Facebook and Twitter within the description of your Google+ My Business



2. Include as many relevant categories as possible

○ Correct examples:	✗ Incorrect examples:
Italian Restaurant	Pizza & pasta
Pet Supply Store	Pet food and toys
Wedding Photographer	Photos for events

Personal Injury Attorney 🔍 Primary

Trial Attorney 🔍 ✗

Lawyer 🔍 ✗

Attorney Referral Service 🔍 ✗

- Attorney Referral Service
- Bankruptcy Attorney
- Criminal Justice Attorney
- District Attorney
- Elder Law Attorney
- Employment Attorney
- Estate Planning Attorney
- Family Law Attorney
- General Practice Attorney
- Immigration Attorney

published

3. Utilize an office landing page -

<http://www.hupy.com/offices/milwaukee-personal-injury-attorneys.cfm>

The screenshot shows the website for Hupy and Abraham S.C., personal injury lawyers. The navigation bar includes links for Home, Practice Areas, Firm History, Case Results, Our Attorneys, Library, Testimonials, Community, News, Contact, and Careers. The main header features the firm's name, a 'HOME | CONTACT' menu, social media icons for Facebook, Twitter, LinkedIn, YouTube, Google+, Instagram, and Pinterest, and the text 'VOTED BEST, RATED BEST, YEAR AFTER YEAR' along with the phone number 800-800-5678.

Our Milwaukee Personal Injury Law Office

Milwaukee, WI Office
111 East Kilbourn Avenue
#1100
Milwaukee, WI 53202
Phone: 414-223-4800
Fax: 414-271-3374
Toll Free: 800-800-5678
[Get Directions](#)




Hupy and Abraham S.C.'s Milwaukee, Wisconsin headquarters are conveniently located downtown on East Kilbourn Avenue. Our personal injury attorneys help injury victims and their families get accountability and fair compensation after car crashes, motorcycle wrecks, slip and falls, dog attacks, and other accidents. Call our Milwaukee lawyers at 414-223-4800 to schedule a free consultation.

We Love Our Client Reviews and You Will Too!

At Hupy and Abraham, we love seeing new company reviews posted on our SuperPages, Yellow Pages and Google+ profiles. Why? Because we've spent the last four decades delivering measurable results and providing outstanding customer service to our clients.

Our company reviews speak of our dedication to personal service, measurable results and individual attention. We're proud of our firm's integrity and welcome you to post your own review.

If you've had a nice experience with Hupy and Abraham, let us know how we're doing. We'd love to hear from you!

Directions to our Milwaukee, Wisconsin Law Office:

4. Track every listing URL, username and password

	A	B	C	D	E
1	Website	URL	Notes	UN	PW
2	A Greater Town	http://www.agreatertown.com			
3	Acxiom	http://www.databyacxiom.com	Acxiom offers a business listing manager to update your business information in		
4	AllPages	http://www.allpages.com			
5	Bing Places	https://www.bingplaces.com			
6	City Search	http://www.citysearch.com			
7	City Squares	http://citysquares.com			
8	Dex Knows	http://www.dexknows.com			
9	eLocal	http://www.elocal.com			
10	Express Update	http://www.expressupdate.com/search	Express Update, owned by Infogroup, is another data aggregator. Claim and update		

5. Go to Google+ My Business monthly and resubmit your listing



6. Set up Google+ My Business for client-facing lawyers

Google front royal accident lawyer

Web Videos Maps News Shopping More Search tools

About 683,000 results (0.47 seconds) Next

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Available To You 24/7. · Millions In Recoveries. · Super Lawyer Rated.

Accident Lawyers - PortnerandShure.com
Ad www.portnerandshure.com/
Woodbridge Personal Injury Attorney Accident Lawyers Available 24/7/365
Talk to Accident Lawyers! · Call Injury Attorneys Now · Call Injury Lawyers now!
"The Top Trial Lawyers In America" – multimillion dollar advocates forum
Portner & Shure, P.A. has 464 followers on Google+

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Automobile Accidents - Think You Have a Case? - Attorney Profiles

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Andrew K. Thomas - Library - Practice Areas - VA Workers Compensation

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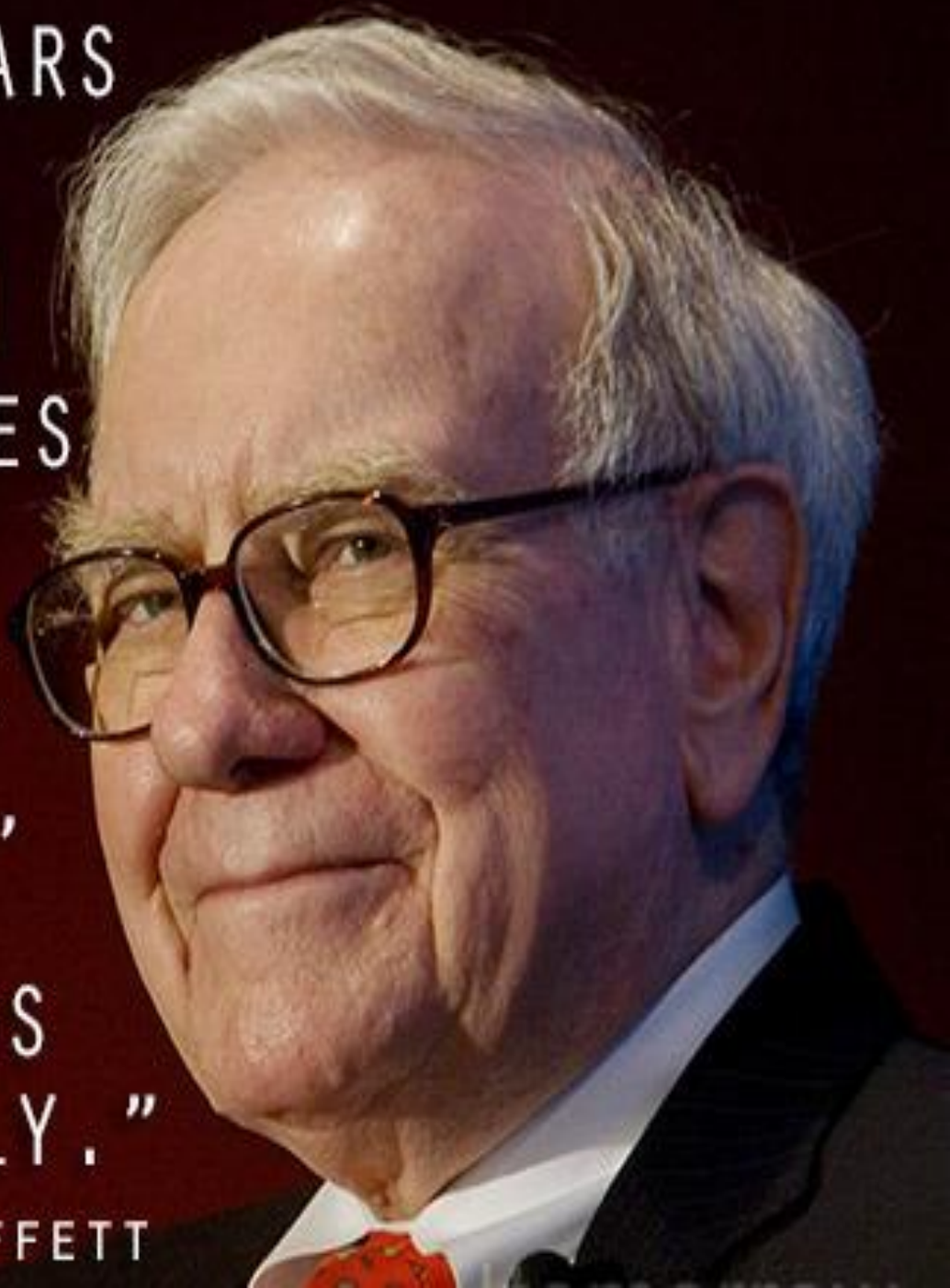
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Map results for front royal accident lawyer

“IT TAKES 20 YEARS
TO BUILD A
REPUTATION
AND FIVE MINUTES
TO RUIN IT.
IF YOU THINK
ABOUT THAT,
YOU’LL DO THINGS
DIFFERENTLY.”

-WARREN BUFFETT



Approximately 88% of consumers surveyed said that they trust online reviews as much as personal recommendations, while 52% said that positive online reviews make them more likely to use a local business.



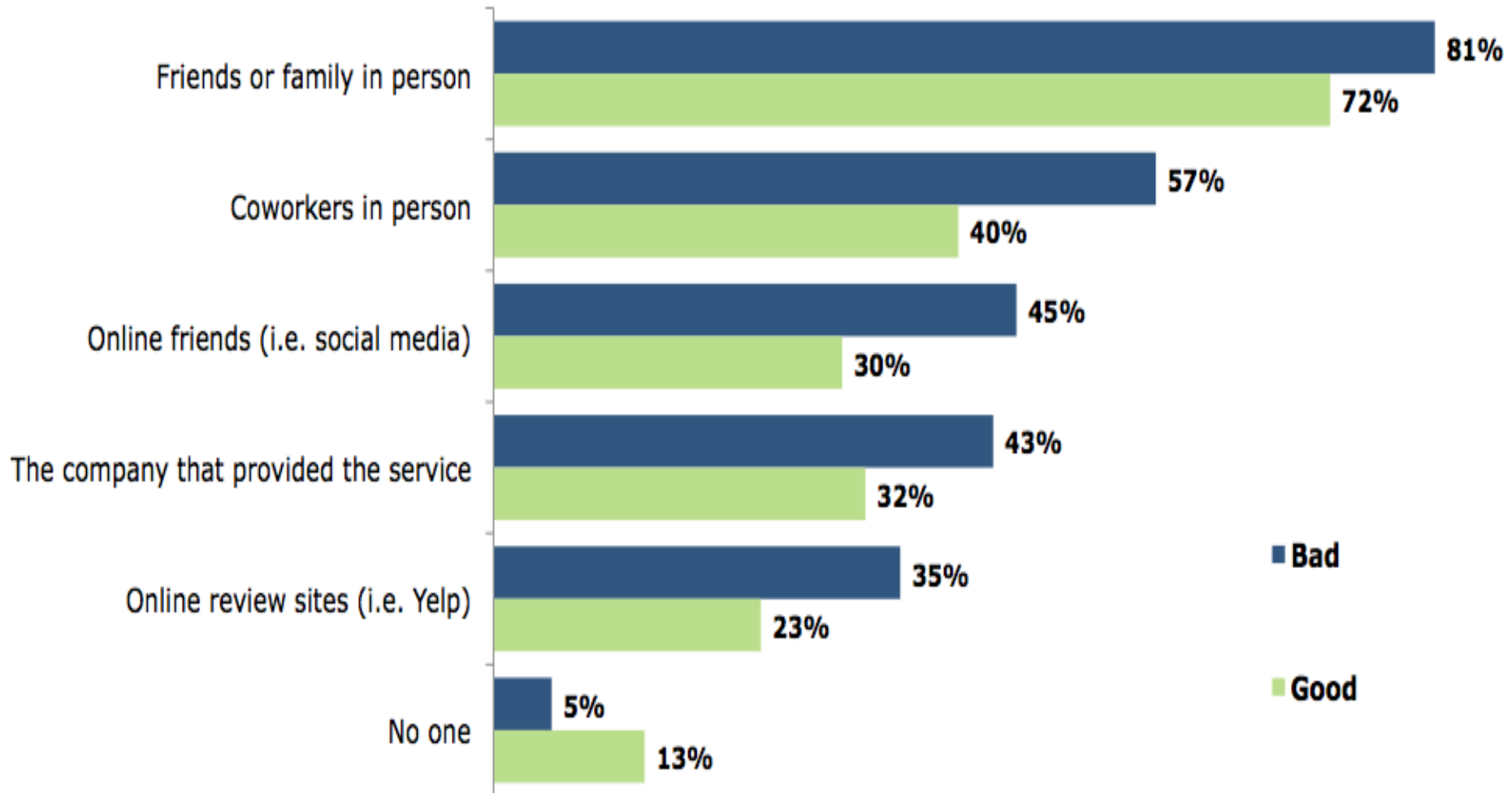
Restaurants with 3.5 stars on Yelp are 63% more likely to be full than those with just 3 stars!



Sharing Customer Service Stories

%, among respondents who had experienced good or bad customer service, indicating who they told

April 2013



- Review redirect ratejim.com
- Set up drip campaigns
- Personal emails

Customer Service



Excellent



Good



Average



Poor



About 35,100,000 results (0.63 seconds) [Next](#)

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