DSS User Group
January 2013

Why Local Search Matters

DSS User Group January 2013 Agenda

- What is "Local Search"
  - Google & Bing local search results
  - Why local search matters
  - Ranking factors for Google+ Local (2012)
  - Where do search engines get data?
  - How can you compete?
  - Do you have a review page?
  - How FWM is helping you with local
- Open Q&A
- New DSS features

Warning!

SUBJECT TO CHANGE

PER GOOGLE!

Google Cares About Local Search

- Search for "Fairfax VA Personal Injury Attorney"
- First results after paid listings = 7 local listings
- Next, only 5 organic page 1 listings = 50% less!
- See Google Reviews?
- <u>Coming</u>: blend of local & organic

Google+ Cheat Sheet

- Google+ Profile
  - Your personal profile, required for a business page
  - Use on your DSS Author Tag
- Google+ Business Page
  - A social media page for your business, set up with the same account that you used to set up your personal page
  - Use on your sidebar or header, with other social icons
- Google+ Local
  - The location listing in Google for your business (replaced Google Places) – need one for each office location
  - Need to claim and optimize, big factor in local search
  - Use on your Review page

(Bing cares too…)

- Search for Fairfax VA Personal Injury Attorney

- First results after paid listings – 5 Bing local listings

- Next, 8 organic page 1 listings (2 fewer)

- Links from Bing Local go to Bing Local listing (are you set up on Bing?)

Local Search Matters

- Unless you have a national practice, you need to focus on local ranking factors to effectively compete online.

- Local business listings (Google and Bing maps)

- Getting found on mobile device searches

- Local reviews impact your rankings (min 5 on G+)

- 33% of Google search queries are local in nature, up from 20%

- Organic search still matters: *if your website is not high quality, you can't expect to do well in local*

Ranking Factors for Google+ Local 2012*

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

*See FWM January 2013 Webinar for details

Where Do Search Engines Get Their Data? *(1 of 2)*

- **Localeze** — A resource trusted by Google that verifies and submits your business data to Google+ Local, as well as to these 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

Where Do Search Engines Get Their Data? *(2 of 2)*

- **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. In addition to Localeze and InfoUsa, get your business/website listed on **Universal Business Listing** http://www.universalbusinesslisting.org

What Can You Do To Compete? *(1 of 2)*

- Guard your NAP: Name, Address and Phone
  - Make sure your NAP is consistent across ALL citations (you may not get a link from citation pages, but your NAP information matters)
- Google uses these citations to "vet" your business

* Image from http://getlisted.org/resources/local-citations-by-category.aspx

Top Citation Sources for Attorneys

- lawyers.findlaw.com
- lawyers.com
- yellowpages.com
- superpages.com
- lawyers.justia.com
- youtube.com
- nolo.com
- awo.com
- hg.org
- local.yahoo.com

What Can You Do To Compete? *(2 of 2)*

- Get good, honest reviews from clients
- Set up G+ Local pages for each physical office address (with phone number) – *not just a mailbox*
- "Suspend" duplicate G+ Local listings
- Set up listings on Bing (through Bing Business Portal) and Yahoo!
- Optimize your local listing pages
- Keep an eye on your competitor's local profiles – are you one step ahead or can you learn from them?

Do You Have A Review Page in DSS?

- Example: http://bit.ly/10hC9h9
- Submit a ticket, and we'll set one up. Tell us:
  - Which review sites?
  - Give us links to your profile on each site
  - Text for review page
  - Private or public review page?
  - Short URL or forward? Examples:
    - www.domain.com/review - we can do this if you ask
    - www.ReviewFWM.com – you buy domain, set up forwarding to review page

What FWM is Doing to Make Your Life Easier

- Business address schema markup on all your office addresses
- Coming: Place to store all your online property login info in DSS (social media, citations, review sites, etc.)
- Coming: Link between the DSS Office Address module and your other online properties (so when you change your Name, Address or Phone you are prompted to update your various citations)
- Coming: Review module, so clients can add testimonials with star rating right to your site

- Partnership with Yext (good if you want to be certain your NAP is always correct on sites in their network; annual fee)

Local Search - More Reading

- http://getlisted.org/resources/local-citations-by-city.aspx

- http://www.davidmihm.com/blog/seo-industry/yext-local-marketing/

- http://www.davidmihm.com/blog/google/local-search-ranking-factors/

- http://435digital.com/blog/2012/09/06/why-businesses-should-use-google-plus-local-2/

Questions?

DSS Updates

12/20/2012
- Social media icons on your bio page (from your author tag)
- Fix for sharing content with video on Google+

01/10/2013
- New DSS text and image editor
- Content Log defaults to all content added (by FWM and client users)
- YouTube fixes (keyword phrases and no more errors with ampersands)

01/17/2013
- Clarification on the verification page wording (for the slider)
- Improvements to the Google Analytics API (invisible to users)
- Default search in content items will include future dated content
- Updated Error Language for Video Publishing

COMING!
- Upgraded dashboard with more competitor info, analytical data, crawl data (actionable info)
- FWM Competitor Analysis tool integrated into DSS
- Marketing checklist integrated into DSS to keep you on track
- SURVEYS!

Questions?
(Last Call!)