



LOCAL SEO

What you can do

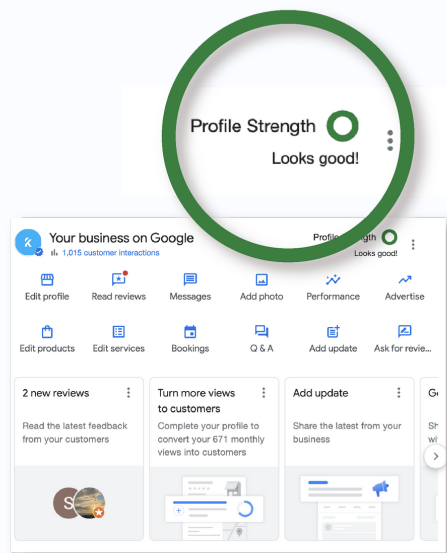
A NOTE ON LOCAL SEO

Local SEO helps you capture location-specific leads that are more likely to become customers. While these tactics are similar to regular SEO practices, they have a more strategic approach to get location-specific results. Populating profiles on local business directories is one of the most important search ranking factors for small businesses.

1 | Complete your Google My Business Profile.

A complete GMB profile is vital for SEO as it provides accurate and comprehensive information about your business, which improves local search visibility. It also enhances your online reputation, increases trust among users, and boosts your chances of appearing in the highly coveted Google Local Pack.

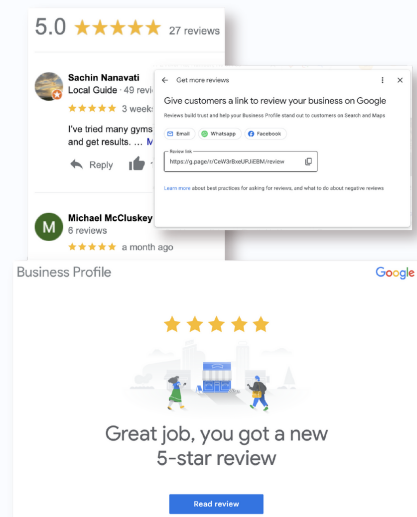
PRO TIP | Set a calendar reminder once a month to update your profile. Be sure to add photos, engage with reviews, and display accurate information.



2 | Ask for Google Reviews.

Google reviews are crucial for SEO as they provide valuable user-generated content that enhances a business's online presence and credibility, helping it rank higher in search engine results.

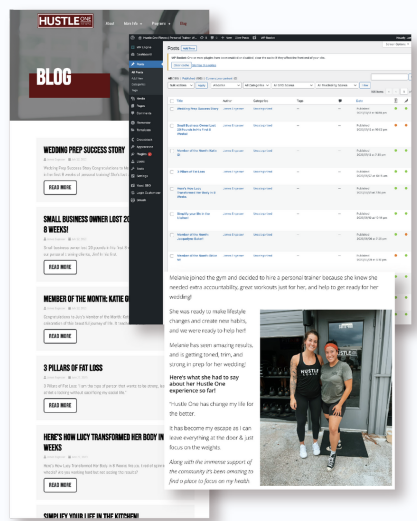
PRO TIP | Use GLM automations to text clients your unique google review link.



3 | Keep an active blog.

Put simply, post often and share on social. Many strategies can be used in blogging for SEO. Your blog can be used as a source for FAQs in your niche, or to repetitively store key words that you want to rank. No matter which tactic you choose, consistency in blogging is key.

PRO TIP | Add on-brand visuals to your blog using our Canva design library. Be sure to link your blog content across all social media outlets to increase backlinks.



BONUS | Complete additional local profiles (Yelp, Superpages, BBB, etc.)

Populating your business profile on online local business directories & listing sites such as Yelp or Better Business Bureau can help build additional backlinks from trusted sites, as well as help with building trust among leads. Seeking out PR articles on local publications is also a great way to add backlinks.

*WHY ARE BACKLINKS SO IMPORTANT?

Backlinks improve your rankings because they view the quality and quantity of the links as votes of confidence from other websites. Backlinks are a type of peer review system online. The more backlinks your website has from trusted sources, the higher it can rank.