

# 5 ESSENTIAL STEPS TO DRIVING ORGANIC TRAFFIC TO YOUR LOCAL BUSINESS

Whether you are just getting started or are ready to level up your business, here are five essential steps to fast track your business success in your local market.

1

## CLAIM YOUR ONLINE PRESENCE

**Google Business Profile:** Create and claim your profile with contact information, photos, and descriptions.

**Social Media:** Create profiles for relevant social channels including Facebook, Instagram, LinkedIn, NextDoor, X, etc.

**Local Directories:** List your business on Yelp, Bing Places, and other local directories. We have our own for SBOA members here.

2

## OPTIMIZE YOUR ONLINE TOOLS

**Website:** Ensure your website is mobile-friendly and has clear information about your business, services, and contact details.

**Local SEO:** Optimize your website content and online profiles with relevant keywords to improve local search ranking.

**Keep Information Updated:** Update content regularly to accurately reflect your current products, hours, and contact info.

3

## ENGAGE YOUR LOCAL COMMUNITY

**Share Reviews:** Encourage satisfied customers to leave positive reviews on Google, Yelp, and other platforms, then share on socials.

**Social Media:** Post engaging content, participate in groups, and actively connect with your target audience's posts and comments.

**Local Networking and Events:** Sponsor or participate in local events to connect with potential customers and referral partners.

4

## INCREASE VISIBILITY

**Actively Give Value:** Support other businesses, non-profits, and individuals by sharing your expertise and providing resources.

**Email Marketing:** Build an email list and send newsletters, updates, or promotions to your local customer and referral network.

**Collaborate with Other Local Businesses:** Consider strategically collaborating on marketing, events, and giveaways to share in costs

5

## MEASURE SUCCESS

**Track, Measure, and Evaluate Performance:** Stay on top of the performance metrics for your efforts to track your ROI with data.