



Local SEO

What is Local SEO?

SEO stands for Search Engine Optimization which gets your website ranked at the top of Google. Local SEO is about getting to the top of the maps results in Google when people are searching for your business or similar businesses nearby.

Why Local SEO is Important

Consumers are seeking out local businesses online now more than ever. Local SEO helps you reach local patients where they are searching. 56% of searches have local intent.

How to Dominate Local Search Results

To dominate local search, focus on these four tactics:

1 – Website Local SEO

SEO is a balance of getting links from other websites (Authority), building keyword rich content (Relevance), and building a site that the search engines can find and understand (Technical).

Follow these tips for adding a local component to each:

Authority

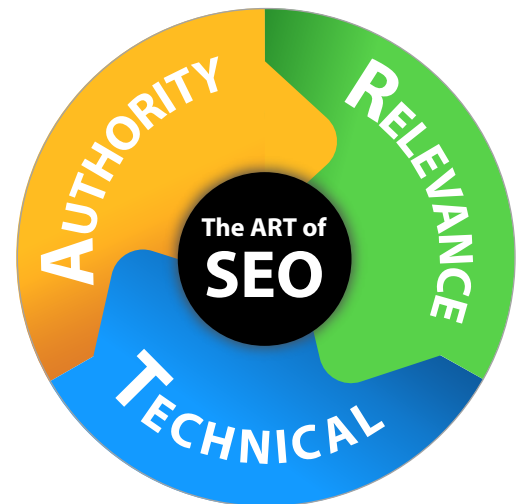
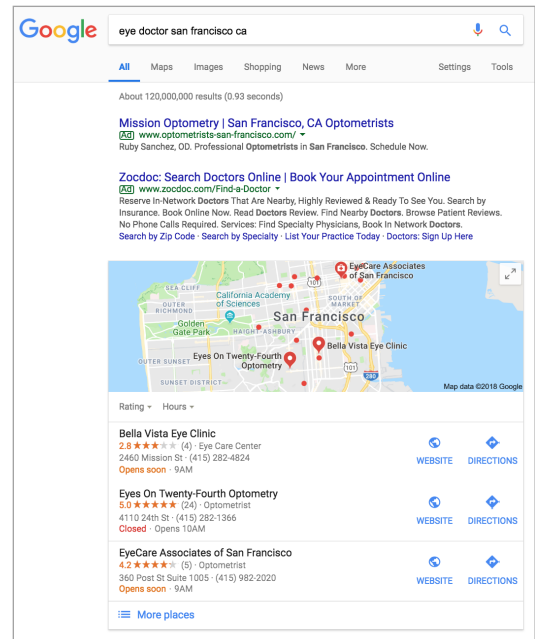
- Get links from local directories + websites
 - Search for “City + business directory” or “City + your industry directory” to find relevant directories. All sites are different, so look for a link or information on each site on how to add your listing.



Power Tip: Do not pay for links! Unless there is a clear advertising opportunity and return on your investment, do not pay to be listed in a directory. In most cases, paid links do not help your SEO.

Relevance

- Use relevant keywords
 - Use geographic modifiers on your keywords: “Phoenix Eye Doctor”
 - In title and meta description on pages of your website





- ❑ In page content (headings & copy)
- ❑ Visible address and contact info on site (commonly placed in footer)



Power Tip: Keywords are not limited to a list of your services. Consider keywords that signify buying or research intent: “find eyeglasses near me”, “eye exam locations Chicago”, “eye doctor Orlando”, and “do I need glasses”.

Technical

- ❑ Be sure that your website is optimized for search engines to find and understand your content without any problems. Technical SEO ensures that your website follows current search engine guidelines and can be ranked for the keywords you want to rank for. It’s like building on a solid foundation. Your website developer should be able to help with this.



Power Tip: Wordpress is the #1 platform that businesses use to power their websites, and it’s SEO-friendly. Start a step ahead by building your website on Wordpress to avoid technical issues that could hurt your rankings.

2 – Local Directories & Websites

Maintain your listing in local directories and websites with accurate information about your location to ensure consistency in your listings. Consistency builds trust and gets higher rankings.

3 – Google My Business

The information in your listing appears in search results, but not just on Google products like Maps, Assistant, and Home. (View “How Many Places on the Internet Does Your GMB Listing Show Up?”: <http://bit.ly/gmblistings>) Over 100,000 websites and apps have access to use the GMB data in their own content. It’s an effective way to reach your patients where they are searching.

Check out the below tips & tricks for managing your Google My Business listing.

Claim + Verify

- ❑ Goal: 100% completion
- ❑ Claim: <https://business.google.com/> and enter your business name and follow the prompts to claim an existing or create a new listing.
- ❑ Verify by phone or mail. If you verify by mail, be sure to notify whoever gets your mail each day to be on the lookout for something from Google.

Accurate Information

- ❑ Name
 - ❑ Full business name (CORRECT: Smith Dental)
 - ❑ No unnecessary info or extra keywords (WRONG: Dr. Bob the best dentist in Chicago)
 - ❑ Consistent with how you list your business on other sites, and on your website



- ❑ Address
 - ❑ If multiple businesses are at the same address, use Suite numbers to designate
 - ❑ If your business operates from a home address or you have a mobile business and no storefront, choose Yes under “I deliver goods and services to my customers at their location”, then uncheck the box “I also serve customers at my business address” to hide your address from the public.
- ❑ Phone
 - ❑ Use local number (not toll free)
- ❑ Hours
 - ❑ Don’t forget to update if you change hours

Category

- ❑ Use as few as possible
- ❑ Search + choose specific as possible

Description

- ❑ Overview of who you are/what you offer
- ❑ Include a call to action (i.e. “Schedule an appointment today!”)
- ❑ Include relevant keywords
- ❑ 100-200 words

Category

Categories describe what your business is, not what it does or sells.

Primary category

Optometrist

Additional categories

[ADD ANOTHER CATEGORY](#)

[CANCEL](#) [APPLY](#)

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Photos (Images)

- ❑ Interior (builds credibility, shows that you are a real business)
- ❑ Exterior (helps customers find your location and builds credibility as a real business)
- ❑ At work (your team in action, add personality)
- ❑ Team (profile photos)
- ❑ Identity (cover photo, profile photo, logo)



Power Tip: If you are a solo practitioner within a practice, use a professional headshot for your logo. If you own a practice and have a logo, use the logo for your practice.

4 – Ratings & Reviews

Businesses with good reviews get more visibility and more customers. 93% of consumers say that positive reviews influence their purchase decisions.



- Build a Plan:
 - Who will respond + timeframe
 - Create responses in advance for anticipated positive and negative reviews
- Get Reviews
 - Ask! 70% of consumers will leave a review for a business when asked.
 - Create a link for customers to write reviews and share this link via email, on your website, no social media, etc. <https://support.google.com/business/answer/7035772?hl=en>
- Monitor + Respond
 - Respond to all reviews when able – remember this impacts your SEO and reputation!
 - At the very least, respond to all negative reviews

