



# LOCAL SEO WHITE PAPER

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Making your brand famous in your location



**ALCONMARKETING**  
ONLINE MARKETING MANAGEMENT

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# INTRODUCTION

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All SEO aims to increase a business' visibility to a targeted audience, but local SEO takes targeting even further. By focusing on customers and prospects in a specific area, local SEO can drive traffic to websites and physical establishments. Gaining an edge against your local competitors is made possible through local SEO.

Restaurants, retail stores, law firms, car dealerships, and even dental or medical clinics can benefit from local SEO.

An effective local campaign requires a combination of geo-targeted optimization and content marketing, business listings and backlinks, and user-generated reviews.



## Chapter I

# MANAGING BUSINESS LISTINGS AND SOCIAL PAGES

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Google My Business may be the most popular listing website, but that doesn't mean you have to limit your local campaign to that. We claim, verify, and manage your business listings on:



Google's Business Guidelines change quite often, it is therefore crucial we make sure that the information on the business pages are correct and change as the business changes.

Your local campaigns may also benefit from our social media services, which will cover your Facebook and Twitter accounts. We keep these listings and pages updated for your business.

## Chapter II

# OPTIMIZING WEBSITES FOR LOCAL AUDIENCES

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Local SEO uses the same elements as traditional SEO does, but it requires a few specifically targeted elements as well.

## CONTACT INFORMATION AND BUSINESS HOURS

This is the information search engines, listings or directories, and customers often look for when they first visit local business websites. A business' operating hours and contact information, which includes its physical address and phone number, should be displayed on every page of its website.

## HYPER LOCAL KEYWORDS

Keywords and phrases containing the business' location should appear in title tags, meta descriptions, and content. Simply targeting a city or state may not be enough to drive local leads. Going hyper local by targeting even more specific communities within your city can help get more customers through your doors.

Our SEO teams analyze where local website traffic is coming from and use that data to choose better geo-targeted keywords.

### *Chapter III*

## TARGETING LOCAL MARKETS WITH CONTENT

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Content marketing for local campaigns requires the same amount of creativity and quality for any other SEO campaign, but there needs to be a stronger emphasis on calls to action, influence marketing, and topics relevant to the business' location.



### FEATURING LOCAL TOPICS

Our writers create content based on what's relevant to your business and your location. Writing about local trends or even area-specific laws that are related to your industry is always a good way to establish your authority as an information resource.



### CREATING BRAND ADVOCATES

Our writers don't just sell or announce your products and services; they encourage customer loyalty and create brand advocates. These customers who love your brand can promote them through word of mouth by sharing content on social media.



### ESTABLISHING BUSINESS IDENTITY

We use schema markup to make sure on your website's local content is correctly identified by search engines.

- Local Business Information (Phone, Address, Business Name, Opening Hours)
- Map Schema
- Product Information Schemas
- Images and Logo schemas

## BUILDING QUALITY CITATIONS

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Quality backlinks is an important aspect of any SEO campaign, but citations are even more important for local SEO. Citations are brand mentions made by customers or other businesses on third-party websites. These brand mentions are key ranking factors in local search.

### Some of the most important and effective types of citations:



#### **SOCIAL OR BLOG CONTENT:**

Encouraging brand advocates and local influencers to talk about you in their blogs and social media accounts is a good way to acquire citations.



#### **BUSINESS LISTINGS AND REVIEWS**

Listings in business directories, local networks, and review sites in themselves are citations. Managing these listings and getting more customers to post positive reviews of your business can add more citations.



#### **GUEST POSTS AND MAGAZINE PUBLICATIONS**

Getting other people to write about your business in an online magazine or publishing your own articles and press releases can increase your exposure and establish your brand as a leading authority in your niche.

Our local SEO packages include citation building and link development services to help get your brand's name mentioned in social media, online publications, and more.

## MANAGING CUSTOMER REVIEWS

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Your local listings and social accounts need to have unique content that goes beyond your business description, operating hours, and contact details. The best way to get this type of content is through customer reviews.

Integrating links to your social media pages and business listings in your website, publishing press releases about your new listings, and engaging customers through online content can also get them to share their thoughts.

The best way to encourage positive reviews from your customers is by providing great services and quality products, however it's not the only way.

### **Here are some of the techniques we use:**

- Magazine/News Placement
- Blog Post Outreach
- Press Release Creation and Submission
- Video Creation and Submission

## CONCLUSION

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With more search moving to mobile each day, it's imperative that local businesses adopt a local SEO strategy. It's not a matter of simply increasing traffic to your site, it's about staying geographically relevant to your audience and not losing out to your competitors.