

6 Steps to More Local Customers

The 6 keys to showing up in local search

Step 1: Optimize Your Google Local Profile

Done

The local search box shows up above organic results. From there, Google also makes it easy to call, get directions, and visit your website. Get started at google.com/business/

Add your business name, address, website, and phone number

Choose your business categories & add them

Add your business hours

Add your service areas

Add your services

Add any custom links

Add location photos



Step 2: Get Reviews

Reviews improve ranking & conversions.

Send Google Review link to happy customers

Embed Google Reviews on your website

Respond to reviews



Step 3: Ensure Name, Address, Phone (NAP) Consistency Locally

NAP consistency lets the search engines verify your business' information across the web.

Identify websites to earn local citations

Add your NAP information to the websites

Link back to your website



Step 4: Optimize Your Website for Speed

Fast websites rank better. Especially on mobile.

Make sure your website serves meaningful content within 3 seconds

Test your website on pingdom & Google Pagespeed



Step 5: Optimize Your Website for Search

Use Keyword Planner to find keywords & mind your on-page SEO.

Optimize your website for on-page SEO

Optimize your website for conversions



Step 6: Maintain a Blog

Businesses that blog rank higher & get more leads.

Use Keyword Planner to find relevant topics people are searching for

Create a content plan & blog 2-4 times per month

Promote your blog via email & on social media

Get external backlinks from partners & other websites

