BROWN BOX BRANDING

Local SEO

Making Your Brand Famous Locally

The Definitive Guide

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Introduction
Driving Targeted Local Traffic

All SEO aims to boost a business' visibility with a targeted audience, but local SEO takes targeting to the next level. By centering on patrons and prospects in a particular area, local SEO can drive traffic to websites and physical locations. Restaurants, shops, legal firms, car dealers, and dental or medical offices can all profit from local SEO.

A winning local campaign demands a blend of geo-targeted optimization and content marketing, business listings, inbound links, and customer reviews.

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

Contact Information and Business Hours

A business' operating hours, and contact information, including its physical address and phone number, should always be shown on every page of a local business' website. This is not only helpful for customers looking to visit or connect with you, it's also crucial information search engines, listings and directories, use to determine a business' credibility.

Hyper-Local Keywords

Keyword phrases that contain the business' location should be found in meta-descriptions, title-tags, and web content. Only targeting a city or state is typically not enough to drive local leads. Going hyper-local means targeting much more specific communities in your city and will help bring more customers through your doors. Our SEO team analyzes where local online traffic is originating from and uses that research to select the best geo-targeted keywords.

Content marketing for local campaigns involves the same amount of creativity and quality that exists for all of our other SEO campaigns, but requires a greater concentration on calls to action, influence marketing, and topics relevant to the business' location.

Featuring Local Topics

Our expert writers create content according to what's relevant to your company and location. Discussing local trends or in some cases area-specific laws associated with your industry is always a great strategy for establishing yourself as an authoritative source of information.

**Business
Lifestyle
Technology**

Creating Brand Advocates
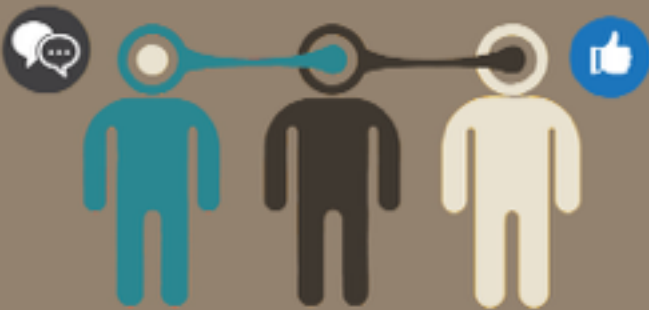
Our writers don't simply promote or announce your products or services – they inspire consumer loyalty and develop brand advocates. These previous customers, who sing your brands praises, can promote you through word of mouth as well as by sharing content on their social media profiles.

Establishing Business Identity

Establishing your business' online presence begins with proper content attribution. We're able to add Google+ authorship mark-up snippets for the content we produce in order that Google displays the author and website information in search page results.

Google+ Local is certainly the most popular listing website, however that doesn't mean you should limit your local campaigns to Google. We claim, verify, and manage your business listings on Google+ Local, Bing Local, Yelp, Yahoo! Local, Yellow Pages along with many other apps and local search directories. Your local campaigns will likely profit from our social media services, which cover your Facebook, Twitter and Google+ accounts. We keep these listings and profiles updated, and help you manage the other content which is posted, such as reviews or inquiries.

It's also possible to include other social networks in your campaign if they're appropriate for your business and audience. For instance, if you're a photographer, you may benefit from developing a Pinterest account. You should link to these pages on your social media accounts as well as your website, so you can encourage your current and previous customers to leave reviews or check in when they visit your physical location.

Building Quality Citations

Quality backlinks are an essential ingredient for any SEO campaign, however citations are of even greater importance for local SEO. Citations are essentially mentions of your brand made by customers or another business on third-party websites. These mentions of your brand are important ranking factors when it comes to local search. Among the most important and effective varieties of citations include:

- Social or Blog Citations: Inspiring brand advocates and local influencers to mention you on their blogs and social media accounts is an excellent strategy for acquiring citations.

- Business Listings and Reviews: Listings in business directories, local networks, and review sites in and of themselves are citations. Managing these listings and acquiring more customers to post reviews that are positive about your business can add even more citations.

- Guest Posts and Magazine Publications: Having others write about your business in an online magazine or publishing your own articles and press releases can significantly maximize exposure and establish your brand as a leading authority in your niche.

Our local SEO solutions include building citations and link acquisition services that will get your brand's name mentioned in social media, online publications, and more.

Managing Customer Reviews

Your local listings and social accounts must have original unique content that goes beyond your business overview, hours of operation, and contact info. The best method of accomplishing this is through customer reviews.

Providing good service and quality products is not the only way to encourage customers to write positive reviews. Placing link icons to your social media pages and business listings in your website, distributing press releases about your new business listings, and engaging with audiences through online content can also inspire them to share their thoughts.