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Local SEO Best Practices

An SEO / Inbound Marketing Perspective

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Introduction

The Importance of Local SEO

Why Local SEO is Important

Today there are over 10 billion unique searches done each month collectively over Google, Yahoo and the other engines in the United States alone.

20% of Desktop queries have local intent

50%+ of Mobile queries have local intent

Based on Google's market share, we have determined that there are over **TWO BILLION** unique local searches per month on Google specifically from desktop computers in the United States.

We saw Google, Yahoo and Bing, make dramatic shifts in how they represent results and most trends point to local.

On top of that data, mobile search is absolutely exploding. Approximately one in five searches is performed from a mobile device. In some places around the World, like Japan, this number is even higher. Mobile searches primarily pull their results from local Search Engines.

The potential to attract new customers via Local Search is enormous.

How You Appear in Search

Google is constantly updating the design and form factor of their SERP's (search engine results pages) and with the update codenamed "Venice" Google redesigned the pages to represent local pages within the organic search results along with a review rating and other "rich snippet" information regarding the listings.

In this organic search you will see a normal organic result followed by three local results. By optimizing your listing properly you can have multiple results show up within the same SERP.

The screenshot shows a Google search for "louisville florist". The search bar contains the text "louisville florist" and a search button. Below the search bar, there are tabs for "Web", "Images", "Maps", "Shopping", "More", and "Search tools". The "Web" tab is selected. The search results show "About 857,000 results (1.00 seconds)". The first result is an organic listing for "Nanz and Kraft Florists - Louisville - Flowers, Plants, Gift Baskets ..." with the URL "www.nanzandkraft.com/". Below this is a map titled "Map for louisville florist" showing three locations marked A, B, and C. To the right of the map are three local listings:

- A** 141 Breckenridge Ln
Louisville
(502) 897-6551
- B** 5050 Poplar Level Rd
Louisville
(502) 969-8579
- C** 10310 Shelbyville Rd
Louisville
(502) 425-1530

Below the map and local listings, there are three organic results:

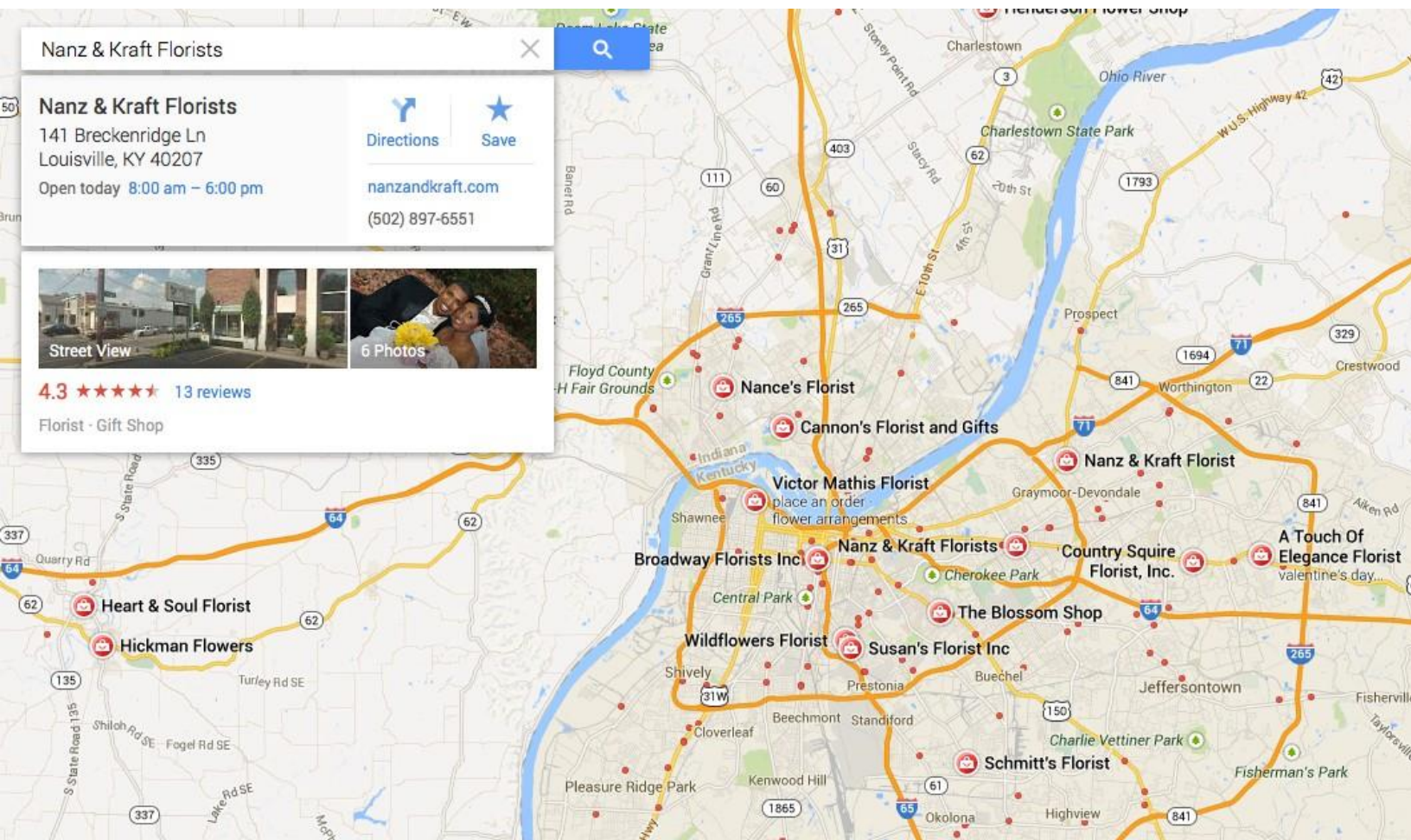
- florist near Louisville, KY**
- Nanz & Kraft Florists**
www.nanzandkraft.com
Score: 23 / 30 · 13 Google reviews
- Schmitt's Florist**
www.schmittsflorist.com
3 Google reviews
- Country Squire Florist, Inc.**
www.countrysquirelouisville.com
4 Google reviews

In this result you will also see that Nanz & Kraft Florists has a "ZAGAT" rating showing as well as a link to their local reviews. The ZAGAT rating is determined by an average of the "stars" reviewers leave when writing a review for your listing. If you receive 10x top star reviews the ZAGAT score will show 30/30, a perfect score. This score highly affects the ranking position of a listing.

The ZAGAT score will appear after 10 reviews have been reached on your Google listing. Google will automatically calculate your ZAGAT score and add the rich snippet to your listing. It has been proven that when a ZAGAT score is being represented on a listing's rich snippets (the microdata that is underneath the title of the listing) that it has a much higher click through rate than any other listing being represented on the SERPs. This means not only would your listing be ranking higher, but also be getting clicked through to more and have more organic visits.

The New Google Maps

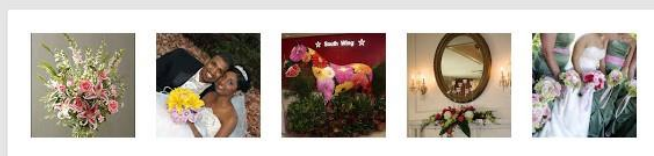
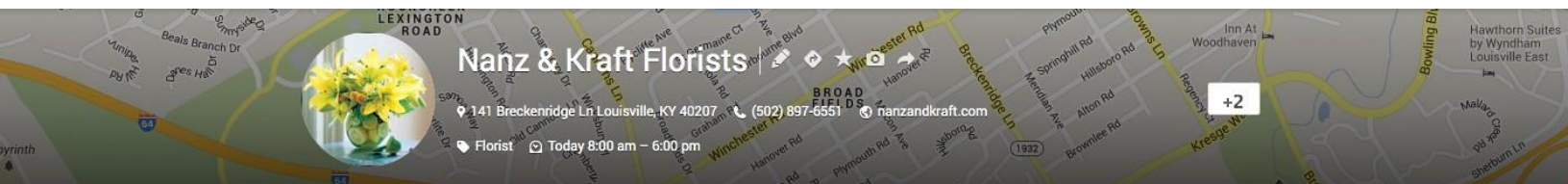
Google just released their new version of Google Maps, changing the way local listings are searched and represented. There is no longer a results column within Google Maps, everything is represented with local business markers.



The only major call to actions right now seem to be that the listings with the most prominence have their names popped up and bolded next to their business marker. When the business marker is clicked, the search bar switches to the business listing's information.

The listing now shows the location's address, hours, phone number, website, directions, reviews, photos, categories and a streetview & save button. If the listing is a verified Google+ local business it would also represent a link to the corresponding Google+ page.

This is such a major change from the older style of Google Maps that used to have an Organic results page and a Maps results page. Essentially all of the same principles that used to apply for ranking in Maps still apply, but for ranking organically within the maps listings that Google pulls in from their local listings.



141 Breckenridge Ln Louisville, KY 40207
(502) 897-6551 · nanzandkraft.com
Florist, Gift Shop · Today 8:00 am – 6:00 pm

Nanz & Kraft Florist is the largest florist in Louisville. We specialize in fresh flower arrangements, fruit baskets, wedding planning, blooming & green plants and silks. Voted "Best of Louisville".

4.3
★★★★★
12 reviews

12 Reviews from everyone and 1 score without a review

Most helpful



Robin Thorpe

★★★★★ reviewed 10 months ago

Nanz & Kraft handled the floral for my wedding. They delivered everything that I asked and everything was perfect! My sister used someone else for her flowers and they were the wrong colors and even the wrong types of flowers! So glad I went with Nanz & Kraft!



Breckenridge @ Dayton (419 ft SE)

Directions


Street View



Visit this place

Meet here with friends

Create a Google+ event



If you click on the “reviews” link from the maps listing it will take you over to the listing’s Google+ Local listing page. This listing shows all of the rest of the information that is not represented on the miniview listing from the Maps Results page. This is where users can go to leave a business local review. This is where we want to push customers to go in order to get local reviews on our Google local listing.

Once a site is verified and linked properly between Google Local, Google+ and their website any +1 that goes to any of these properties will be applied to each property, increasing the authority of each property greatly. Also a high +1 count is a large trust signal for potential customers. So having a large +1 count will help with SEO as well as click through rates.

Optimizing the Major Listings

What to Optimize on Your Listings

Business Name: A listing's business name should be the same on each local listing as it is on the business's website. The name should stay the same globally across every local listing. A business's name should not include any keyword, location, sales proposition or other sort of promotional slogan unless it is part of the brand. Meaning if your brand name is "Louisville Florist" then having that location in your name would be fine, but not if it is not a part of your brand name. This appears as "overoptimization" to engines and can have negative consequences or even get your listing removed from the index.

Address: Include a full address in your listing's information, this is the most important piece of information you will optimize. Do not use a PO box for your company's address, this used to be an effective technique if the location did not have a brick and mortar at the center of a city to make the listing rank higher for that city though this has been highly penalized and effectively cut out as a tactic.

Phone Number: Make sure your phone number is a local phone number and not a toll free or 1800 number. Having a local phone number is a large ranking indicator to Google, showing where you are in reference to your area code. If the business has a 1800 or toll free number, that should be included in "additional phone numbers" if there is that option.

Website: Simply link to your website. If the business has multiple locations it is often a good practice to create individual NAP pages on the website for each individual location and link to those locations in the website field from local listings. This tactic gives a more hypertargeted approach and shows engines that your listing has extra relevance.

E-Mail: Fill out this information with an info@, sales@ or other form of contact for the company, whatever makes the most sense. This email should be used universally for all listings.

Categories: Pick as many categories as available that can justifiably correlate to the business. The more optimized categories a listing has the more chance it has to show up under different search criteria. Try to shy away from creating custom categories as much as possible, though it is accepted under certain engines. Google has recently switched from custom categories to fixed categories that need to be optimized as thoroughly as possible.

Hours of Operation: Hours of operation have a significant impact over search presence under certain pretenses. Some listings have been known to exclude certain businesses from searches when they are marked as “closed” for that time, or promoted when they are marked as “open” for that time. All listing’s should have the same Hours of Operation information.

Description: A listing’s description will usually show up as a “quote from the owner” or something of that sort. This is a chance to put in the business’s slogan, branding, unique service offering, vital information about the business or use keywords for better search presence.

Images: Listing engines will typically give enhanced exposure to listings that have been optimized visually with images, there should be at least one logo image that can act as a “profile image” for the listing followed by other highresolution images. Try to max out the image count, as many as the listing will let you upload.

Videos: Videos, like Images are usually used to visually optimize a listing, and give unique exposure that would not otherwise be present. If the business has any relevant videos, they should be uploaded to any local listing that allows it.

Reviews: Reviews are harder to optimize than anything else on a listing seeing as they are user generated and not editable by business owners. This is why a business should always monitor their local listings for new reviews, to flag inappropriate reviews or reviews with conflict of interest (from competitors or things of that nature) and to reach out to people who give negative reviews to try and set things right. Often when a reviewer leaves a negative review on a listing and has been helped significantly and reimbursed for the problem that they negatively posted about they will alter their review or remove it. Negative reviews are one of the most potentially fatal points for any local listing.

Syncing Your Information

Syncing the local information that appears for a business all around the web is absolutely imperative. Google and other engines scrape all sources around the web to find mentions of a given location’s local information as well as web presence information. Anytime there is a kink in the chain it looks untrustworthy to the engines and can negatively impact how that listing ranks and how the associated business’s website ranks.

If you set up an account on Getlisted.org (completely free) you can add your the web. This means, address, phone number, business name, website etc.

An address that appears as (for example) *“3320 North Fourth Street”* on a business’s website will be highly negatively impactful to a local campaign if on the business’s Google listing the address appears as *“3320 N 4th St.”*

If a business has a local number present on the website but uses a toll free or 1800 number on their local listing, this will also heavily influence the listing in a negative way.

Make sure all information is exactly as it is in every location on the web as it is on your Google listing and Website.

Chapter Three

The Major Listings

Google

The main target listing. Google is the head honcho of the local listings. Optimizing your Google Local listing correctly could get you to the top of the Organic SERPs for a very competitive niche within the local results section. Google also takes largely into account the authority of your website that is verified on your local listing in how it ranks your listing organically, and vice versa with your website's rankings organically. All other listings typically take your business's position in Google into account as a ranking factor in their own engines as well. Optimizing these sections of your listing will be of great importance for your Google Local listing to have a chance to rank.

Business Name: This should be the official business name, as it appears on your website, your logo etc.. It shouldn't contain any keywords or local descriptors, unless it's part of the official city name for that location.

Address: Write out the full address of your business and use second address line for suite numbers, etc. Also, doublecheck your map listing to see if Google placed the location pin in the correct area.

Local Phone Number: The "main" number should always be a local number, not an 800 number. If there is a toll-free number, add it as an "alternate phone." A local phone number helps Google determine how close to the geo location a business is.

Website: If the business has only one location or if the location pages contain little or no content, the URL should point to the homepage. However, if the business has two or more business locations and the website has devoted pages to each individual location that include 56 sentences of original content, then the URL should point to that location page.

Categories: You must have at least one category description tag by default, but every business should have five (it only displays two at a time). Google has a set of determined categories to choose from, used to it was available to determine custom categories but no longer. Pick as many categories that could apply to your business as possible.

Business Hours: Business hours are signals of trust to users and search engines. If you don't want to share your hours, Google might list your business as "closed." It doesn't happen all the time, but it's been known to happen.

Pictures: You should have at least one image larger than 250×250 but less than 1024×1024 and under 1MB. This square image should be your logo or a picture of your place of business. Each page allows you to upload 10 images. By default, if you upload one image or less, the page will display a map of your location along the photo strip on Google+.

Description: Your Google+ Local page will add a "from the owner" box under the business hours. Use this opportunity to add short sentence or two about why you're special.

E-Mail Address: Your email isn't currently displayed anywhere on the Google+ Local page, but it does appear on a Google+ Business page, which means Google may incorporate this into the listings in the future.

Videos: Videos will enhance your “profile completion percentage,” but videos do not show up on a Google+ Local page. Since Google+ Business pages do incorporate videos, this might be another feature added later.

Yelp

Apple has begun to sever its relationship with Google Maps by implementing their own "Apple Maps" released on iOS 6 devices. Included in this move, no more Google Local business listings showing up on iPhones and iPads. What replaced it? Yelp.

Apple Maps pulls it’s reviews and a large portion of local information from Yelp.

The relationship with Apple now makes Yelp the second most important place on the web to have positive reviews from customers only behind Google.

Bing

Claim the Listing: Having a business owner claim a listing helps to validate the information and establish that the business is active, helping increase “trust ranking” factors.

One of the hardest issues for local search engines and online directories to handle is figuring out which businesses have expired so that they can remove their listings from the databases. It’s reasonable to think that businesses which have some signal indicating they’re active will be more likely to be presented.

Sync Your Information: The core contact information needs to be consistently shown in all major places including in Bing Local. The basic contact data is the Business Name, Address, and Phone # (known as the “NAP”) — and the website’s URL.

Add Images: One striking characteristic of Bing Local searches is how high ranking businesses appear to more frequently have images associated with their listings! Businesses that have pics may have greater chance of ranking well in Bing Local.

Hours of Operation: Bing Local business profiles include a small “open” sign icon. Businesses might be a little more likely to rank better during times when they list themselves as being open, particularly in mobile search.

Optimize Categories: Business categories like “Plumbers”, “Florists”, and “Attorneys” are core elements involved in local search rankings, yet having more categories to support those core categories is very important to ranking for a broad list of terms.

Optimize Specialties: Bing appears to treat “Specialties” similarly to categories or like subcategories, so add relevant specialties.

For Restaurants, Integrate with OpenTable: Integrating with OpenTable to handle reservation scheduling will enable a convenient “reservations” link to appear on the profile page in Bing which increases conversions and click through rates.

Set Up Deals: Bing appears to have also integrated with Groupon, so if you have a Groupon offer going on, it could appear with your local listing in Bing, too. But, Bing Group Deals may be set up directly within the BBP as well.

Yahoo!

Claim the Listing: Yahoo is actually far easier to claim and verify listings than Google or Bing. Yahoo allows you to verify your listings via email. So once you have a listing's information completely 100% filled out, verifying it is as easy as prompting Yahoo and clicking a link on an e-mail.

The Two Difference Listings: Yahoo offers two types of local business listing services, "Basic" and "Enhanced":

Basic Listing: You can upload 1 photograph along with contact details, small business description, product services and contact details in this listing type.

Enhanced Listing: You can upload upto 10 photograph, company tag line, detail business description and all basic listing features in this listing type.

Citysearch

Citysearch is one of our "secondary main listings" that doesn't quite count for as much as say Google, Yahoo and Bing however still counts as a good strong NAP listing with it's own unique functionality.

Products: Apart from the "categories" sections there are also special "product" sections where you can fill out unique service offerings and merchandise.

The Basics: Just like any other listing the NAP and website need to sync perfectly with the information present on your website and Google listing. Claim and verify your listing and any other duplicate listings to have them deleted.

Foursquare

Social: Foursquare is a locationbased, geofocused social network based on checking in to locations and letting people know where you are, what you're doing there and what's going on at that location. In locations with less infrastructure or less ease of listing setups Foursquare shines because of its ease of setting up, and the crowdsourcing mentality of reviews that drives the discussion on this network.

Promotions: Once claimed and verified, the store or location owner can create "promotions" or special offers that customers can earn when they check in to the location. This works as an incentive to socially share the location by means of checking in, which broadens the location's reach and also increases its rank within the internal foursquare maps engine. It is recommended that at least a small promotional special be present on a foursquare listing at all times and be promoted instore and onwebsite. Typically when a user checks in on Foursquare they share this information to Facebook & Twitter, which also broadens the location's reach on those two networks.

Reviews: Reviews can be left as "tips" by customers that check in at the location. These tips count just as a review would on any other listing, yet are present to anyone who checks in at the location using the Foursquare app on their phone or mobile device.

The Basics: Foursquare has its own mapping technology which has actual proven better than Google maps in certain location with less infrastructure (such as Costa Rica and other regions) based entirely off of users leaving reviews at certain locations.

Foursquare has all of the essential NAP & website settings that should be synced directly with the business's website and Google listing. This is in fact a social media network, however it is so wrapped into local that it gives the best of both worlds, and should be looked at from both perspectives.

HotFrog

Hotfrog is a lot like Citysearch in that it's a secondary (but still important) local listing that is still highly regarded. Local listings on this service are free and should be set up just as the NAP listings listed above. The backend dashboard of Hotfrog allows a business multiple images, videos etc. The listing should be filled out 100% for optimal listing exposure.

Yellow Pages

Yellowpages.com offers two types of listings, a free local listing that has limited functionality and visibility and full on paid listings that are majorly enhanced with a full range of functionality and enhanced exposure to their local network. It is better to have a free listing on Yellowpages with the same NAP as your Google Listing than to not have a Yellowpages account, but it is better to have an enhanced paid listing than a free listing if it is affordable to the business.

Superpages

Yellowpages.com is maintained by Superpages, so having a superpage listing ensures that you will show up under both networks. Having these listings is very powerful as this is a very large local network with high trust indicators for Google's as well as other engine's ranking factors.

Make sure that all NAP information is synced perfectly and listings are claimed and optimized (meaning filled out 100%).

Chapter Four

Optimizing Your Website for Local

What to Optimize On Your Website

To optimize your local presence you need to start with your website, then branch out from there into listings, then to social, then into link building across the places in the web that you don't have direct control over while pointing back to your local listings and website. Before those deeper levels of local optimization your website should be perfectly optimized, because as it is said, if you're building for the future you need to set your foundation strong. Your website will be the foundation of your local presence, followed by your major local listings. So let's get the basics down and branch out from there.

First, try to include your city or regional keywords in:

Your URL

Page Titles

Meta Description

H1 and H2 Tags

Throughout your site content

Next, include all of your main local information in your sitewide footer:

Address (as it will read for every local listing)

ZIP Code

Local Phone Number (make sure to use your local phone number and not an 800 or toll-free number)

Link to either your Google Local listing or the landing page you set up for that location

Finally, create unique content for your local businesses:

Landing pages for business locations, cities and businesses served

Blog about

Keyword Usage for Local SEO

Using location-based keywords and geographic terms in your body text within locally focused pages such as city and business landing pages will help majorly to rank for local terms in organic search. Pages should have their main “generic” keyword terms accompanied by location and geographic terms to create an optimal local keyword list. If you are a florist, but you are a florist in Texas, try to say “Texas florist” instead of “florist” as many times as you can within your text. If you are a florist primarily serving in Hurst, Texas then you should try to include that hyperrelevant term as “Hurst Texas florist” as much as it makes sense.

Avoid keyword stuffing. Google and other search engines hate it, and so do your site visitors. It's easy enough to convey to both your readership and search engines what your various web pages are about without entering "black hat" SEO territory. Avoid keyword stuffing as best you can.

Landing Pages for Local SEO

Local sites don't like a business having more than one local listing, but if the business has two locations, then that's ok. However, you should ensure that each location links back to a page on your website that is all about that location and what it has to offer. Sending both local listings back to the same page, or homepage, isn't ideal.

Create individual landing pages for each business location.

These landing pages should include the NAP (name, address, phone number) and a large description of the location, what products, services etc. are offered at that location, a map of the location pulled in from Google maps, links to each of the location's local listings (Google, Yelp, Yahoo, Bing, Foursquare etc.) Include client testimonials, Images, Videos, Accreditations (BBB etc. for trust indicators), Any awards such as "Voted Best 'blank' in Dallas, TX by 'so and so' in 2012"

Create individual landing pages for cities that the business serves.

These landing pages should have all zipcodes served in that city, a description of the services offered in that city, links to the local listings that correlate to that city, a service phone number, etc.

Create individual business pages for partners and businesses you serve or deliver to.

These landing pages should have the NAP information of the business you deliver or serve, link to their website and a description of the business and the relationship between your businesses.

Chapter Five

Reviews

Why They Matter

Reviews actually make up ~40% of Google's local ranking algorithm.

Reviews are extremely important to ranking within the local search engines, but their worth does not stop there. Social proof is one of the most immense indicators of worth towards local reviews. If a business has 15 positive reviews it is far more likely to get business and clickthroughs to their site than a business who has 2 reviews, one of which is negative. For a locally focused business, the reviews on your local listings are essentially your business testimonials. Ones that everyone will see when they search for you through an organic landscape.

In a survey conducted between 15th January – 1st March 2012 of over 2500 participants, 72% of consumers said that they trust online reviews as much as personal recommendations, while 52% said that positive online reviews make them more likely to use a local business.

The more positive reviews you have the better you will rank, the more people will want to know about you, the more likely they will visit your location, the more likely you will convert them into paying customers.

As well as this it's been proven that the more local reviews you have the higher clickthrough rate your listing will have over your competitions.

How to Get Them

There are many effective tactics for accumulating local reviews online, some more effective than others, and some that are risky and can actually get you banned from certain networks or heavily penalized. Be careful not to be too “blackhat” when garnering reviews for your local businesses.

Some effective tactics include:

Paid advertising on local networks such as Yelp.

Using paid advertising to get traffic through Yelp, then setting call to actions in the postcheckout receipt that point back to the Yelp listing asking for a review. This will help push users who already use Yelp back through to the network they discovered you through, creating a truly organic cycle back to a review.

Create call to actions on your postcheckout receipt pages online.

Include links to your main local listings with the logos of the networks you are promoting (this will establish trust in the link) Simply ask the users to please review your business. These are people who have already bought through you, so the target customer already has a certain amount of trust in your business.

Reach out to current customers.

Scheduled “follow-up” emails that are delayed about a week or two after user purchases asking how the customer enjoyed the service, with more prominent call-to-actions for local reviews pointing towards the target major listings (Google, Yelp, Foursquare, etc.)

Special offers on Foursquare.

Setting up special offers on Foursquare incentivises users to check-in to your location. Each check-in counts as somewhat of a mini-review, the more check-ins a listing has in Foursquare, the more likely it is to rank within Foursquare’s system. Each time a user checks in on Foursquare they are prompted with “user tips” which are essentially reviews from previous customers. Whenever a “user tip” appears there is also a call to action for the user to leave their own tip.

In the “Special Offer” there should be a call to action such as “leave a tip for other customers!” to incentivise other users to leave reviews in the form of tips. Most users who check in to Foursquare also share their checkins on Twitter and Facebook, so this also bolsters the presence of those two social profiles, make sure they are linked to your Foursquare listing.

In-store call to actions.

Putting a call to action at the registers to check out and encouraging your customers to review you by telling them what it can do for your business and how you are trying to hear exactly what people think about your business in order to improve will help generate reviews from customers who have been to your specific location.

Add a review page to your website.

Make it easy for them to find your listings by having a review page on your site. Create a page that basically says “Please tell us what you think of our business so we can grow and improve” with call to action links to all listings you are trying to promote (Google, Yelp, Bing, Foursquare, Yahoo etc.)


Send out an e-mail blast to a customer e-mail list asking politely for local reviews on target listings.

Incentivise reviews by offering a 10% off code to anyone who reviews you on a local listing.

Create a banner image on the homepage of your website with call to actions towards reviews.

Fixing Negative Reviews

Fixing negative reviews can be imperative to keeping positive reviews coming in, as well as making sure you aren’t being ranked negatively due to those reviews.



If you notice that your listing has multiple negative reviews (or any at all) take action to try to contact the user who left the review to see what you can do to make it right (free gift, gift card, reimbursement etc. the more grandiose the more likely the problem will be fixed). It's very likely after fixing the problem or reaching out to a negatively affected customer that they will change their negative review to a positive review or at the very least delete the review entirely (which is better than having a negative review).

In the case that it is actually a competitor negative review spamming your listing then you will have to take other courses of action by either flagging the review or by contacting the admins of the network the review is on. This happens more often than one would think and can be extremely frustrating to deal with, though most networks (like Yelp and Google) are typically very good at dealing with these sorts of problems.

It is essential to keep tabs on your listings as mentioned in sections above to insure that these negative reviews are discovered quickly and taken care of effectively before it is too late to make amends.

Chapter Six

Secondary Citations

Secondary citations are basically citations that are not of the list of major local listings. These secondary citations could be defined as local directories, specific curated local lists, hyperniche listings (based on your category of business), or other forms of NAP pages. Anywhere that you can get a Business name, Address, Phone number and Website link is essentially a citation.

Why Citations are Important for Local SEO

Citations are defined as "mentions" of your business name and address on other web pages, even if there is no link to your website. An example of a citation might be an online yellow pages directory where your business is listed, but not linked to. It can also be a local chamber of commerce, or a local business association where your business information can be found, even if they are not linking at all to your website.

Citations are a key component of the ranking algorithms of the major search engines. Other factors being equal, businesses with a greater number of citations will probably rank higher than businesses with fewer citations. Citations are particularly important in less competitive niches (like plumbing or electrical) where many service providers don't have websites themselves. Without much other information, the search engines rely heavily on whatever information they can find!

Chapter Seven

Bloggging for Local SEO

Bloggging is a great way to increase your local search rankings. It's easy for local businesses to include geospecific keywords in posts about current events, local government policies, or business interests. You can even add these keywords to your tags and create categories. Again, just make sure you are writing for your readers and not causing harm by adding blog posts or categories that are geotargeted but confusing.

How to Blog for Local SEO

Setup categories that are geotargeted or have local significance such as ["location" current events] and speak about local events or developments that pertain to your business or industry. Write blog articles about local events, governmental policies, business interests, local things pertaining to your business's industry and things of that sort.

How to Format Bloggging for Local SEO

Once the local themed category is set up be sure to tag the posts accordingly, as well as including a locally focused title, url and meta description. If you post is about a local event make sure to include your business keywords and location with the event in as unique a way as you possibly can while still making it succinct and make sense. Format your H1's with mentions of the location, event and what it has to do with your business.

Chapter Eight

Local Link Building

Local link building is basically the practice of building links from sites that have a local focus on your location such as local blogs, directories, businesses etc. Local link building could either be building links to your local pages on your website or on your local listings such as Google, Yelp and Yahoo.

Use of Social Media in Local Link Building

Twitter, Facebook, Google+ and LinkedIn communities will help you network and find like minded people who would be willing to link to your site. There are plenty of local groups and “communities” that you can promote content to and receive pushback traffic and links.

Finding Local Link Building Opportunities

Become a member of the Chamber of Commerce, Better Business Bureau, local organizations like these will link back to your site and help search engines trust you as a local authority site. Don't stop there. Can you think of other local groups you are affiliated with? Credentialed by?

Query local blogs and websites. You might live in an area populated by great local sites and blogs that you can tap into. Links from these sites establishes local trust that search engines look for, so comment with links, offer to guest post for them, or request a link for a valuable “local resource.”

To find sites like this, simply search Google for:

Your City + "Blog" or "News"

Your ZIP Code + "Blog" or "News"

Submit to Directories, finding local directories should also be easy. Use search queries such as:

Your City + "Directory"

Your ZIP Code + "Directory"

Your Neighborhood + "Directory"

Need help with your local SEO? Get in touch with Dave Daniels, that's why we're here!

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