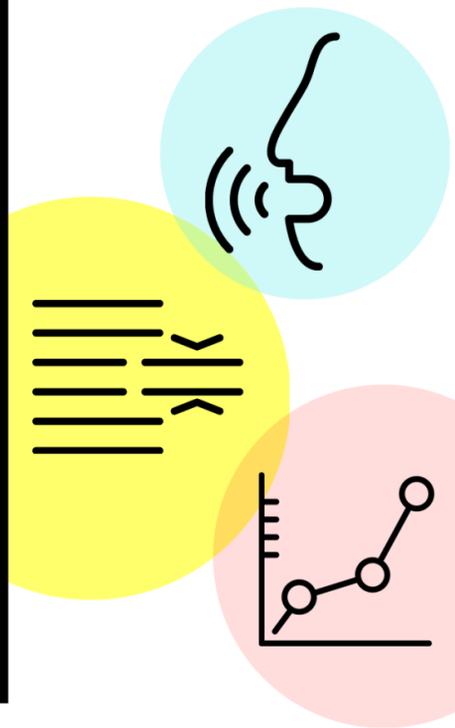


LOCAL SEO TIPS

If your business is dependent on local customers, it is crucial to pay attention to local SEO for high success rates. It will assist people in your area to easily find you on the search engines.



Keyword Research Is Important

Have at least 10-15 keyword phrases that you can rank for. Strive for a different page that is optimized for each group of phrases.



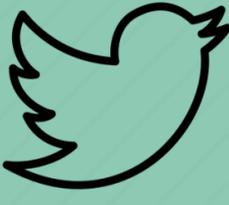
Have A Mobile-Friendly Website

Almost everybody owns a smartphone today. Thus, having a mobile-friendly website is a necessity. It will help you to get a higher conversion rate and increase your profits.



Have A Local Target Address

A consistent physical address is mandatory for the area where you plan to optimize your business.



Provide Extra Information

Give more detailed information in order to climb the top spots in search engines. Additional data may include - location, phone number, pricing, list of services etc.

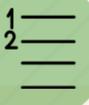
Put Up Unique Content

Have unique and engaging content to keep the users hooked on to your website. This will directly have an impact on the click-through rate and bounce rate. Your website should be attractive and easy to navigate.



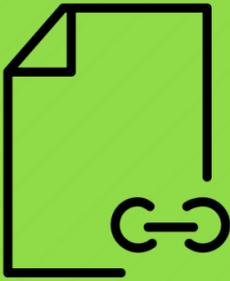
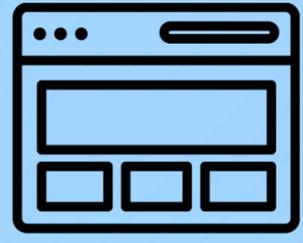
Capitalize On GMB

Add accurate business information in your GMB (Google My Business) and make sure the listing is owner-verified. This is important because all the information is visible on Google Search, Google Maps and Google Plus.



Ensure NAP Consistency

The NAP (name, address and phone number) should be consistent in your website and directory listings. It is suggested to use an exact template for your NAP .



Utilize Citations Effectively

Citations in local directories are crucial for local SEO. Have consistent citations from websites of good quality. Get your business promoted through articles and blog posts.

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