

JUMP START YOUR LOCAL

SEO



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20%
OF ALL
ONLINE

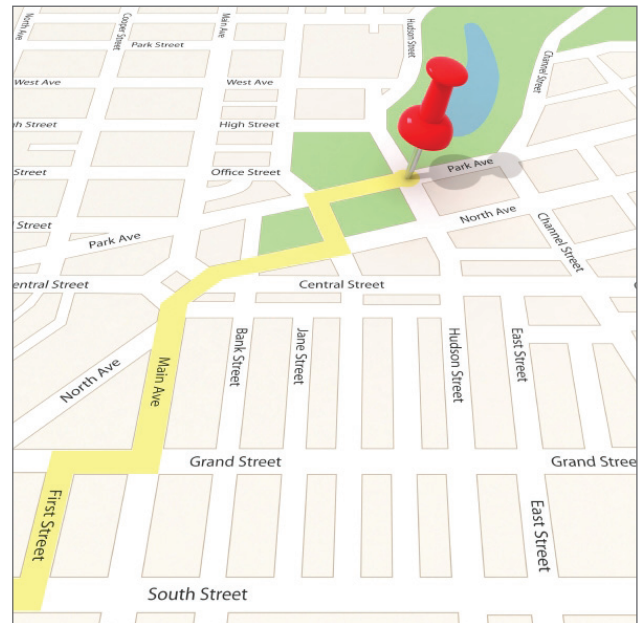
SEARCHES INCLUDE
A LOCATION KEYWORD

This means that internet users are adding a specific term related to their location in their online queries such as city, state, zip code or country name. With 16 billion searches conducted monthly, you'll want to take advantage of the opportunity for your business to be found in local search results.

Local SEO

(Search Engine Optimization)

Local SEO is optimizing your presence online for local based searches. If you own a chocolate shop in San Francisco, you want to be seen in Google, Yahoo or Bing when a user searches for "San Francisco chocolate," "chocolates downtown San Francisco," or even "buy chocolates San Francisco, CA." In addition to having a quality informative website that can be easily read by search engines, include local information on your contact page and the footer. You should also be certain you are included in all of the free local business directories.



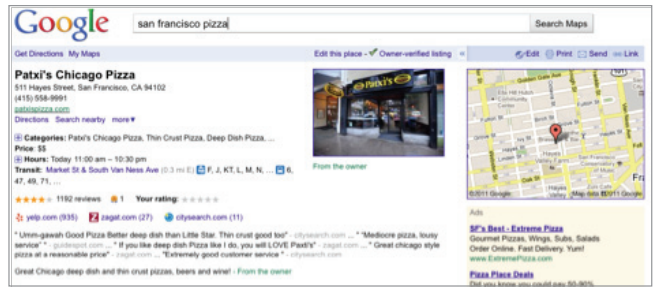
Local Business Listing Sources

Here are a few free, reputable directories you can list your business on to help boost your local SEO rankings. These directories are an absolute must. There is no need to rush when creating a quality listing. Cover all of the details of your business services, spell-check before you post and be prepared to add images.



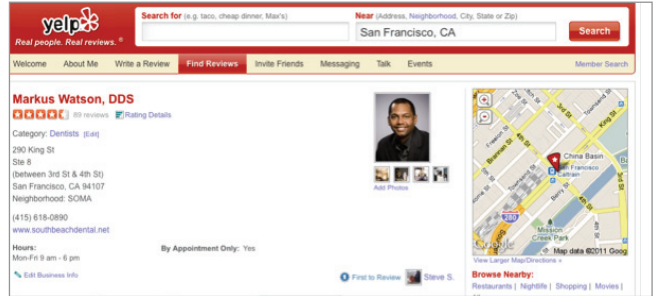
Google Places

If you add just one business listing, this is the one to do. In addition to local listings getting the highest page placement, you can help your business stand out with images, coupons, reviews, maps and more. Best of all, this invaluable listing is free!



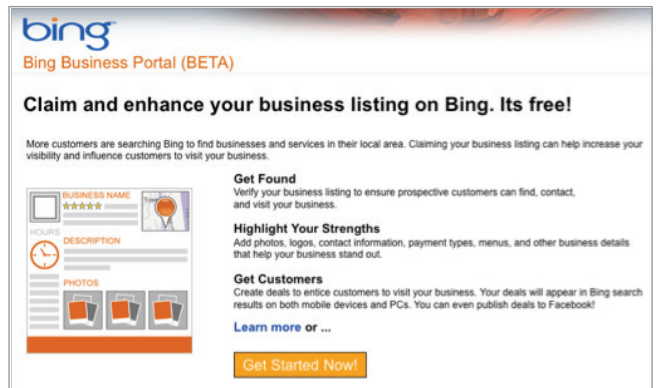
Yelp

With Yelp for Business Owners, you can add a complete business profile including contact information, URL and photos. Registered business owners can also announce special offers, share coupons, message customers and see complete statistics for your Yelp page. All of this lovely self-promotion is free.



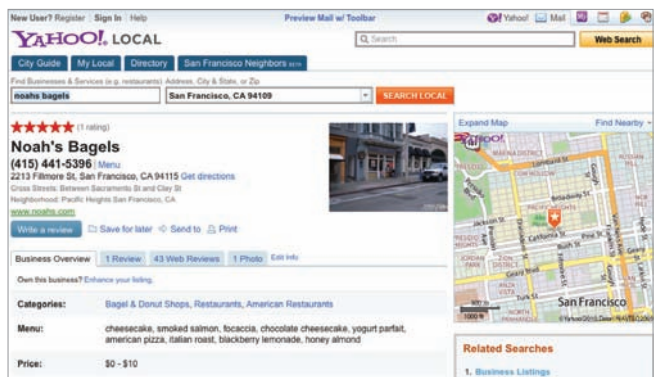
Bing

When you submit to the Bing Business Portal, you will increase visibility for local searches at Bing.com. The usual listing benefits are here as well: Contact info, URL, company information, post menus and images. You can also publish deals on Facebook!



Yahoo

With a free Basic Yahoo Local Listing, your business contact information, products, services and hours will be displayed for free. The Enhanced Listing also allows you to post a logo and photos but does require a fee.



More General Directories

(Free and Paid)

[CitySearch](#)[10Best](#)[Judy's Book](#)[Yellowbot](#)[CityVoter](#)[YellowPages](#)[InsiderPages](#)[CitySlick](#)[Wcities](#)

Hotels & Restaurants Directories

(Free and Paid)

[OpenTable](#)[Restaurant-Guide](#)[TripAdvisor](#)[Urbanspoon](#)[Restaurant](#)[All Menus](#)[Menutopia](#)[Dine](#)[DiningGuide](#)[B4-U-Eat](#)

Pointers for SEO Listings

When submitting your business listing, you want to keep the following in mind for optimal local SEO benefits:

- Be as descriptive as possible and use terms your customers would use to find your company. Not sure what these are? Survey your customers!
- Select the most popular terms (aka keywords) that describe your company and use them consistently across the various directories.
- Include your local phone number and mention the neighborhood or mall/complex name in the description.
- Use keywords in titles and throughout the content, and place the most popular keywords towards the front.
- If you add images, use your keywords in the alt text as well (1-3 relevant words is friendly and not spammy).
- Submit to only quality websites that are considered a reputable resource for your business.
- Don't bother submitting to spammy websites, they won't help you and could possibly hurt your rankings.
- If you need help generating local keyword lists, try this [free local keyword tool](#).

Other considerations:

- As with anything in SEO, don't cram too many words in your title, content and images. Make all content and titles relevant, informative and useful for the reader.
- Quality over quantity should be your rule to the online marketing road.

Localization of your SEO may not deliver as many visits as generic phrases, but it will deliver more relevant traffic which will improve your chances of gaining a new customer. After all, the whole point of SEO is to deliver more customers and not just visits, right? Keep an eye out for our next SEO marketing guide and learn how to improve your Local Paid Search campaigns.