

One Up Digital

LOCAL SEARCH ENGINE OPTIMIZATION BASICS

WWW.ONEUPDIGITAL.COM

WHAT IS LOCAL SEO?

"It's about helping businesses increase the chances of being found more often and more easily online -- by millions of local daily searchers"

Local search engine optimization, or Local SEO (LSEO), is a marketing tactic for businesses to be visible online the very minute potential, local customers are looking for their product or service.

This includes strategies such as appearing higher and more often across search engines, business directories, review sites, maps, and social media profiles.

WHY DOES LOCAL SEO MATTER?

"Everyday, local consumers turn to their phones, computers, and tablets to find a nearby product, service, restaurant, or entertainment. You have to be able to be found to win online!"

- 50% of consumers who conduct a local search on a phone visited a store within a day.
- 18% of local searches online lead to a sale within one day.
- 50% of mobile searches are for business information; an address or phone number.
- 78% of local-mobile searches result in offline purchases.
- 46% of all searches on Google are local.

WHAT CAN LSEO DO FOR YOUR BUSINESS?

- APPEAR IN MORE PLACES ONLINE WITH MORE BUSINESS DIRECTORY PROFILES
- APPEAR HIGHER & MORE OFTEN ON SEARCH ENGINE RESULTS PAGES
- ENSURE ACCURATE INFO ACROSS THE WEB; HOURS, ADDRESS, PHONE NUMBER, AND WEBSITE

SEARCH ENGINES

- GOOGLE
- BING
- YAHOO
- FACEBOOK (SOCIAL)
- MORE

BUSINESS DIRECTORIES

- GOOGLE MY BUSINESS
- YELP
- LOCAL.COM
- YELLOWPAGES.COM
- DOZENS MORE

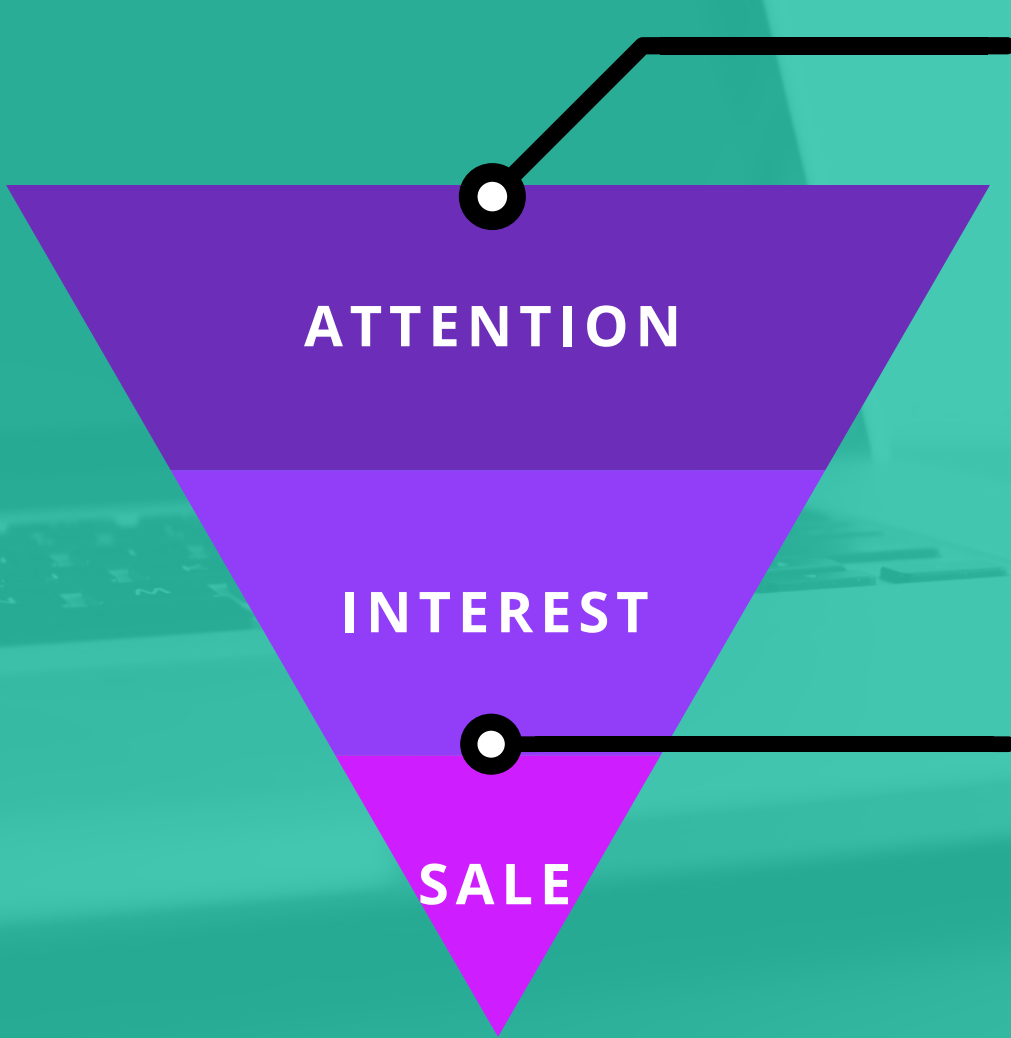
REVIEW WEBSITES

- GOOGLE MY BUSINESS
- YELP
- FACEBOOK (SOCIAL)
- MORE

DATA AGGREGATORS

- INFOGROUP
- NEUSTAR LOCALEZE
- ACXIOM
- FACTUAL

TRADITIONAL ADS VS. LSEO



ADVERTISING

FILLING THE TOP OF THE SALES FUNNEL BY SPENDING MONEY TO REACH A LARGE AUDIENCE WITH A GOAL OF ENGAGING WITH A SMALL PERCENTAGE OF POTENTIAL CUSTOMERS; REQUIRES BIG BUDGETS

LOCAL SEO

ONLINE SEARCHERS ALREADY HAVE INTEREST & ARE PREPARING TO MAKE A PURCHASE. THEY FIND YOUR BUSINESS AND IMPROVED SEO CAN INCREASE YOUR CHANCES OF CONNECTING WITH THESE LOCAL PURCHASERS. NO ADDITIONAL BUDGET REQUIRED!

SEARCH RESULTS PAGE

The image shows a Google search results page for the query "plumbers near me". The search bar is highlighted with a black circle. Below the search bar, there are navigation tabs for "All", "Maps", "News", "Shopping", "Videos", "More", "Settings", and "Tools". The search results show "About 14,600,000 results (0.80 seconds)". The first result is a paid advertisement for "24/7 Local Plumbers - No Trip Charge- Immediate Response" from www.rootertown.com. Below the ad is a map showing the location of "Roto-Rooter Plumbing & Drain Services" and "Rooter Nation Plumbing" in the North Capitol Hill area. Below the map, there are two search results for plumbers: "Roto-Rooter Plumbing & Drain Services" with a 4.4 star rating and "Rooter Nation Plumbing" with a 4.2 star rating. Each result includes the business name, rating, address, phone number, and hours of operation, along with icons for "WEBSITE" and "DIRECTIONS".

A SEARCH, IN THIS INSTANCE, FOR "PLUMBERS NEAR ME"

PPC

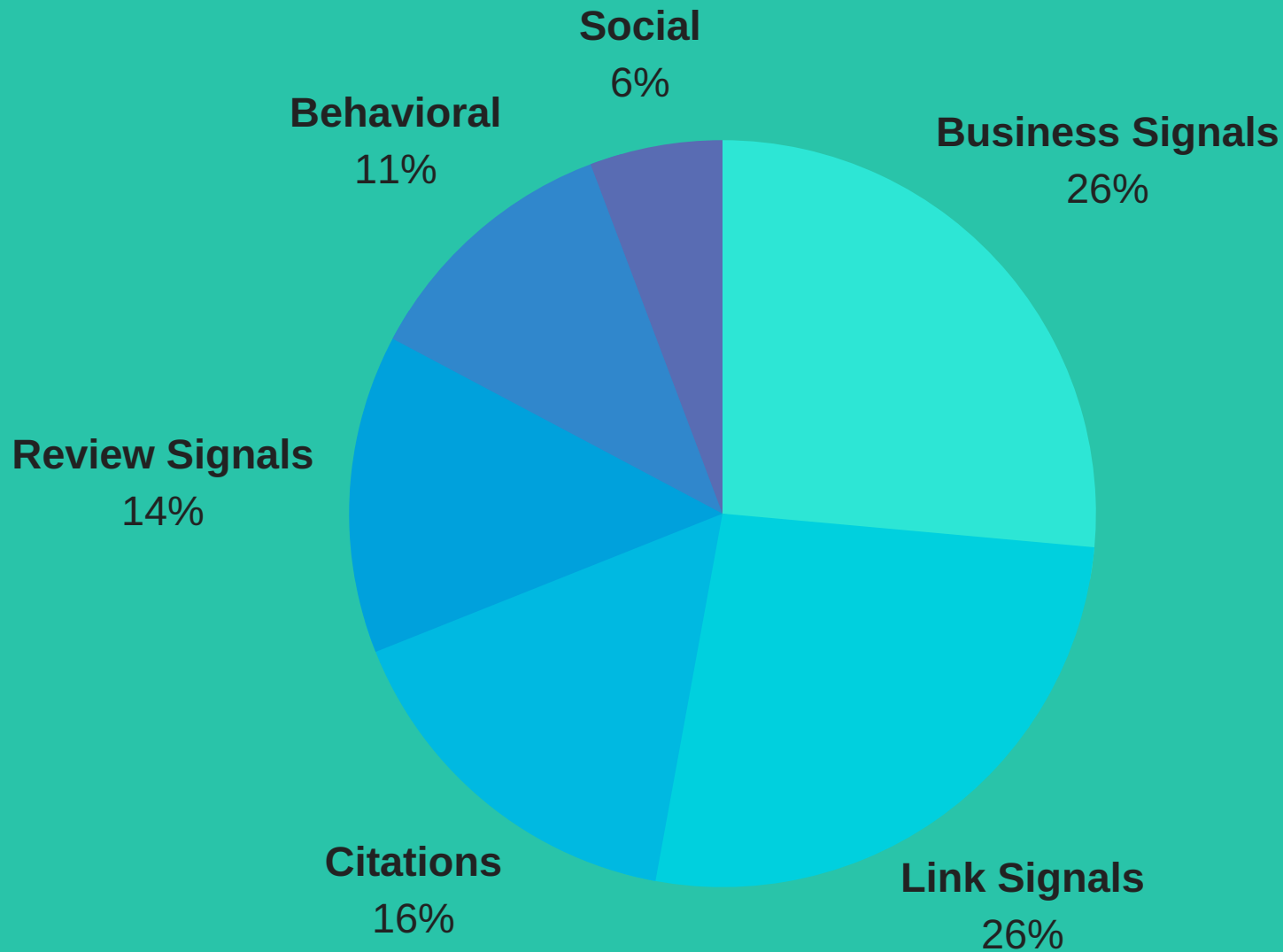
PAID SEARCH RESULTS, POSITIONS THAT CAN ONLY BE ACHIEVED THROUGH PAY-PER-CLICK ADVERTISING

LOCAL SEO

LOCAL ORGANIC SEARCH RESULTS FOR PLUMBERS NEAR THE SEARCHER. LOCAL SEO HELPS BUSINESSES APPEAR HIGHER & MORE OFTEN IN THESE "SEARCH PACKS" & MAPS

LOCAL SEO RANKING FACTORS

THE FACTORS SEARCH ENGINES USE TO DETERMINE WHERE YOU RANK ON A SEARCH RESULTS PAGE COMPARED TO COMPETITORS



WHY CHOOSE AN AGENCY TO MANAGE YOUR LOCAL SEO CAMPAIGNS?

- TAKES MONTHS TO DO PROPERLY
- REQUIRES HANDS-ON MANAGEMENT
- TIME CONSUMING OPTIMIZATIONS
- EXPERTISE & KNOWLEDGE OF TRENDS AND EMERGING TACTICS
- BETTER RESULTS, BIGGER ROI

VISIT [ONEUPDIGITAL.COM](https://oneupdigital.com) TO LEARN MORE ABOUT ALIGNING YOUR WEBSITE, LOCAL SEO, AND PAY-PER-CLICK STRATEGIES TO GENERATE MORE SALES

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