

DOMINATE YOUR LOCAL COMPETITION WITH SEO

----- Your Local SEO Cheat Sheet Guide -----

Let's start off with why you should care about Local SEO (Search Engine Optimization). Potential customers are using search engines every day looking for solutions. If you can provide the answer they're looking for, you're one step closer to gaining a customer.

As I'm writing this PDF for you today, I had a problem I turned to Google for.

I needed to get a new filter for my pool. I went to Google and searched for where I could get one. I was hoping to find a local business that could sell me one. Instead I got results from Amazon, eBay, Kijiji and other online suppliers. Not one local business showed up for having that filter. Instead of wasting time calling around, I ordered it online and I will get it delivered tomorrow.

As you can see, many of the local Pool and Spa businesses could have made that sale. They missed an opportunity that could have lead to more and bigger purchases down the road.

As a local business, SEO provides a huge ROI (return on investment). It's evergreen, meaning that if you stop doing the work for a bit, you still attract traffic and leads. If you were to stop any other advertising, all traffic and leads stop right away!

This cheat sheet explains how to show up in the Google Map Pack, and the organic listings.

If you go through each step in this guide, you'll be way ahead of your competition. Examine their Google My Business listing. Make sure you're outperforming them in these steps. Given some time, you'll be stealing their traffic, leads, and business.

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Google My Business

Part 1: Optimize Your Google My Business Listing

Your Google My Business Listing is what Google displays in the map results. Here's how to optimize it for the best results:

- ✓ Go to: <https://www.google.com/business/>.
Sign in. Search to confirm there is not a listing already for your business. Sometimes they already exist, you need to request ownership of it. If you do not have one, create your new listing following the list below.
 - ✓ Select the "I deliver goods and services to my customers" option with caution. Use it if you travel to your customers, or are a remote business that does not want traffic to your location. Keep in mind, this option may lessen your ability to rank in the top positions.
- I deliver goods and services to my customers.
[Learn more](#)
- ✓ Once you have registered, Google will send you a postcard to verify your location.
 - ✓ Once you've verified, complete your listing. Add your hours, extra business categories and geo-tagged photos.
 - ✓ Geo-tag your photos using this site: <https://www.geoimgr.com/>
 - ✓ Upload your photos onto the screen, input your business address, and click download.
 - ✓ Once Geo-tagged, upload them into your Google My Business profile
 - ✓ Include a description that includes your category keywords and city name as often as you can. Make sure it reads well and does not sound spammy with too many keyword phrases.
 - ✓ Include your main category name in your business name. This will increase the odds of ranking for that keyword in maps.
 - ✓ Avoid making any of your content read spammy with too much key phrase stuffing.
 - ✓ Whatever you input as your business name will need to be used everywhere on the web. This includes citations, directories, and on your website.
 - ✓ Get plenty of real customer reviews. These aren't a huge ranking factor, but they do entice clicks once you show up in the map listings.

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Part 2: Optimizing Your Website



Now you need to create some content on your website that matches your Google My Business listing. This will further cement your locality in Google's eyes:

- ✓ Make sure your website's mobile friendly by visiting this link.
<https://search.google.com/test/mobile-friendly>
- ✓ Include your business category title and city in your homepage headline. Repeat in a few other areas around your homepage. Do it as much as you can without sounding spammy.
- ✓ Include a "Proudly Serving" section that lists the cities or areas you service. Link each city name to that city or areas official website.
- ✓ Embed a Youtube video on your page that's titled "Business Name: Category Title, City, ST, Zip"
- ✓ Include your business information in the footer of your website. Follow the suggested layout for best results. Make sure they match letter for letter with your Google My Business Listing.
 - Column 1 should contain business contact info.
 - Column 2 your hours of operation
 - Column 3 an embedded Google map to your location.
- ✓ Use your blog to talk about local people, businesses or events. Spin it to be relevant to your industry.

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Part 3: Building Citations

Citations are online mentions of your brand or brand. These usually come in the form of directory listings. This includes BBB, Chamber of Commerce, Yelp, Yellow pages, and social media profiles.

Citations consist of what's called N.A.P. (Name, Address, Phone Number). This must be identical across all your website properties.

- ✓ Perform an audit to make sure any citations you already have are complete and consistent. You can use this free tool from TheHoth.com
- ✓ Fix any inconsistencies, and finish any that are incomplete.
- ✓ Build more citations. With the audit you performed, create listings from the sites you're not on. You can also hire TheHoth.com to create your listings for you.



Part 4: Building Backlinks

Getting high quality links to your website from other websites is necessary when ranking in the map pack.

✓ Create a profile on your local chapter of The Better Business Bureau. Visit bbb.org and search for your local chapter by entering your zip code. Then follow instructions until you've completed your listing.

- ✓ Write guest articles for other blogs and request a link back to your site in return.
- ✓ Building backlinks is time consuming, and affordable to outsource. I recommend TheHoth.com for building your citations & backlinks.

Need one-on-one help? Don't have time to work on all these details?

How about we jump on a 60 Minute coaching call? I can answer all your website, marketing, sales, and customer service questions. If interested, you can book your coaching call by [CLICKING HERE!](#)

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