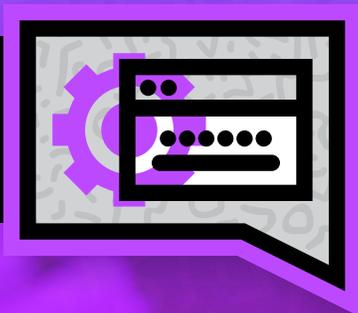


LOCAL

SEO



**INCREASE THE VISIBILITY OF YOUR
BUSINESS BY UTILIZING LOCAL SEO**

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INTRO TO LOCAL SEO

THE DIFFERENCE BETWEEN SEO AND LOCAL SEO

With traditional marketing methods evolving to focus so heavily on internet marketing, having an online presence has become essential for every business. Ranking on search engines now plays a major role in the success and relevance of any business. This is where Search Engine Optimization (SEO) comes in. In simple terms, SEO helps a website gain visibility within search engines, which in turn increases the number of visitors that will find their way to that website. Therefore, optimizing websites for search engines is (or should be) a crucial part of the marketing strategy of any business.

SEO and Local SEO have the same objectives, use similar strategies, and can even yield some of the same results. So what makes them different? SEO focuses on improving unpaid search results by excluding direct traffic and paid advertisements. Local SEO focuses on optimizing a website to be found in online searches that generate local intent. Simply put, it focuses on the geographical component of searches; Local SEO builds reliability and relevant signals around a specific location.

An e-commerce company should make SEO a priority so that potential customers can find their site online. Since this is their chosen method of selling their products, it is imperative that people can find their online store! Therefore, SEO needs to be both a priority and a major aspect of their long-term marketing strategy.

Businesses with a physical location and an e-commerce site should also make SEO a priority and an ongoing part of their long-term marketing strategy. However, another (often-ignored) part of their marketing strategy needs to be Local SEO. Local SEO helps drive foot traffic to the actual store or local business, not only the website - something of great importance for businesses with a storefront.



WHY IS LOCAL SEO IMPORTANT?

Strong Local SEO presence is key for generating more leads and conversions for small businesses. Local SEO is crucial for small businesses that operate primarily on a regional level as it prioritizes appearing on Search Engine Results Pages (SERPs) in a specific location. It focuses on marketing a brand's product and/or service to local customers. With Local SEO, small businesses will notice a sustainable advantage over their competitors and will be able to more-effectively compete for their customers' dollars. This allows them to build a niche in their immediate local community and connect with them in a way bigger brands and (inter)national businesses cannot. Regardless of your industry, your website includes knowledge specific to your business. A good digital marketing strategy (that includes Local SEO) will ensure potential customers can find you when they're searching for what you offer.

SEO NEEDS TO BE AN ONGOING ACTIVITY

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DOES EVERY WEBSITE NEED SEO?

IF THE PREVIOUS SECTION TAUGHT YOU ANYTHING, IT SHOULD BE THAT THE SHORT AND SIMPLE ANSWER TO THIS IS YES.

One-time SEO should include meta tag and description optimization, and directory submission (which is the foundation of discovery, success and brand identity for any business). While we don't recommend only one-time SEO, if that's all your budget allows for right now make sure that these are included in any package you sign up for.

Basic techniques for ongoing SEO include Google Analytics Setup, Content Optimization, Link Building, Guest Posts, Search Ranking reporting and Website Traffic Analysis. After starting the process of online website discovery and adapting to SEO best practices, it's important to understand that search engine algorithms and audience preferences change over time. This is critically important because technology is dynamic, and industry competition is constantly increasing. Today, you may want to optimise your site in one area, but optimising in another area may make the most sense in the near future because of an expansion of your target market or organization.

The business world is now automated; it demands real-time reporting and review of data. Therefore, businesses need to evaluate their website performance and have real-time reports available to them to make better-informed decisions. Ongoing SEO allows businesses to track these metrics and allow your business to continue to grow as you pay attention to your online needs.



5 WAYS SEO CAN BENEFIT YOUR BUSINESS

As a business owner, it can be easy to unintentionally downplay the importance of marketing or abandon a market strategy in search of more immediate results. There are cost constraints, overhead expenses and budgets for traditional marketing avenues - any of which can make it seem like SEO might be somewhere they can save some money. Doubting the importance of SEO is easy until you understand how it can predictably improve your business, and why it isn't just an inactive part of business operations.

Here are 5 ways SEO can help your business increase revenue and brand awareness, regardless of your industry.

1. SEO encourages local users to visit the physical store after the search and helps establish brand awareness

SEO ensures that a product and/or service is easily found, within close proximity, by search engine sites through regular and organic search. After conducting a local research, customers tend to visit the local store or shop. This underlines the importance of businesses remaining at the top of the rankings so they continue to attract new (and maintain existing) customers. Businesses that are listed on the first page of a Google search result have a higher likelihood of their link being clicked and getting more users on their website. This is one of the main ways that SEO helps any business establish their brand's identity and increase brand's awareness.

2. SEO is a long-term marketing strategy that helps you gain market share

The minimum duration for a website to maintain optimal ranking is approximately 4-6 months, which makes SEO a long-term marketing strategy. Unless Google algorithms are changed or other competitors have heavily invested in their SEO strategies, it is not easy to pull down the search rankings of a listing. We already know that being at or near the top of search results means greater opportunity for a website to be found by internet users and that it will generate a corresponding number of leads. Once these leads have found the information they seek from a business' website, they have the ability to turn into potential customers. Whether it's a product or membership purchase, or a newsletter subscription, the bottom line is that the conversion rate of your business increases, and so does your market share.



5 WAYS SEO CAN BENEFIT YOUR BUSINESS

3. SEO combines your online marketing activities to elevate you above your competition

Successful marketing strategies aren't intended to be mutually exclusive. The combination of your marketing efforts will reflect in the success of your SEO plans. Content marketing, direct emails, social media marketing, blogging, web management, and e-commerce solutions help organizations get better rankings on various search engines. When your marketing activities are integrated and focused on a common goal, success is sure to follow. Businesses often experience significant organic online growth once their digital marketing strategies align with their marketing goals. With a focused plan and data-backed analysis of your targets, elevating above your competitors is simply a matter of time.

4. SEO is a primary source of lead-generation

Inbound strategies are the most effective and successful source of leads among Business-to-Business (B2B), Business-to-Customer (B2C) and non-profit organizations (NPOs). Inbound includes, but is not limited to, SEO, social media, content marketing, and referrals. When implemented and executed correctly, businesses get leads from their SEO tactics.

5. SEO delivers higher closing and conversion rates

The more a prospective customer knows about your business, the more likely you are to capture them as a client. Now that doing research online before committing to a business is so commonplace, it is imperative to provide the information these prospective customers seek. A high ranking on any search engine can greatly increase your conversion rate. The longer you maintain a high ranking, the more your target market will see your business. Ongoing SEO activity that generates inbound leads results in much higher conversion rates than reaching out to customers does via cold leads. When an interested consumer does their research and comes across your business on their own, they are more ready to make their decision and will pick up the phone to carry on the conversation. More inbound leads means more conversions!



TOOLS TO HELP BOOST YOUR SEO

There are a number of Local SEO tools that are helpful to businesses. Choosing the right tool often depends on the needs of a business and the objectives of its marketing strategy. Below is a list of 10 Local SEO tools that can be useful for businesses, depending on what their marketing goals are.

1. BiQ – As the first and only SEO tool that lets businesses control their own price, BiQ is not a traditional SEO tool. BiQ users are able to select their location and language. At this point, the keywords returned are specific to what is being locally searched for. This provides a simple roadmap for increasing the local visibility of a business' website.

2. MozLocal – Used by both small and large organizations, Moz ensures the product and/or service offered by a business is listed on all major online directories. It also searches for wrong or duplicated information about the business. What makes Moz particularly unique is the fact that it offers real time feedback by allowing customers to have the option to get instant notifications on new reviews. This function helps businesses connect with more of their potential customers.

3. Whitespark Local Citation Finder – This is one of the most proficient local listing management tools. It helps businesses find where they should be listed so they can improve their local SEO rankings.

4. Bright Local – With Bright, businesses can monitor, audit, and optimize their local citations and listings. They are able to analyze Google Analytics data, as well as organic traffic, local business listings, Google My Business insights, Social Media Interactions, mobile search rankings, and customer reviews.

5. SEO Profiler - SEO Profiler is a thorough SEO tool that identifies bad backlinks and strong local keywords. It also helps audit and optimize website pages. SEO Profiler provides businesses with monthly reports to help make informed decisions that align with their marketing strategies and goals.

TOOLS TO HELP BOOST YOUR SEO

6. SEOPressor – This is one of the best SEO tools for small businesses as it scores the overall SEO strength of a website and provides recommendations on how to improve that site's search rankings.

7. Growth Bar - This multi-purpose SEO tool is a Google Chrome extension that gives businesses critical SEO metrics on any website or Google search result. It enables businesses to carry out keyword research and analyzes backlinks and PPC advertising. Growth Bar can also be used to find local keyword suggestions and help identify the best performing keywords for local competitors.

8. Synup – An all-in-one local marketing software that manages and optimizes your local business content, this tool scans for your business online and provides information on where it is listed. The management system is easy to use; it is fully automated to evaluate your listings, reputation, and analytics data.

9. Yext - This SEO software helps businesses manage their listings, and it also includes reviews and local pages in its search results. Yext has a variety of products and features that makes it easy to integrate with numerous local directories. Its structure will ensure your business is up-to-date and all the information is accurate. The Local SEO services provided by Yext allow you to make your business visible to prospective customers through the various apps available in its knowledge network.

10. SEMrush - SEMrush is considered the best SEO keyword tool available on the market based on the immense amount of information and metrics it provides. An overabundance of information is available for anyone looking to optimize their website. SEMrush finds the most profitable keywords to target and/or uncover loads of information about your competitors.

ABOUT US

Our clientele range from small, family-run businesses to large, nation-wide companies. We work with each individual client to design and implement a program that fits their specific requirements and can grow with them in the future. Our SEO and Local SEO packages are all-inclusive and scale depending on the volume of content you have on your site and how much you will be adding over time. As the website is improved and crawled by search engines, you will start to see the effects in the first three-to-four months and increase from there. The process is designed to be on-going and to facilitate a steady increase in traffic.



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