

Reach Your Clients Effectively Using Targeted Local Search Google Marketing Campaigns

Presented by: Louie Ramos



Discover how you can harness the power of Google Local Search Marketing. We'll tell you the importance of having an optimised Google My Business listing to target your ideal clients & service areas.

Key Take Aways

Points for discussion

Harness the Power of Google Local Search Marketing.

Importance of having an optimised Google My Business listing.

Target your ideal clients & service areas using local search strategies.



About Louie

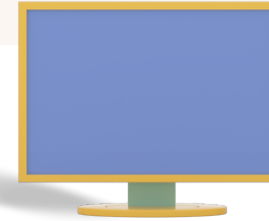
Lead Generation specialist with over 19 years of industry experience in Digital Marketing & SEO.

I run www.digitalpresence.com.au & we have helped thousands of businesses worldwide over the years by improving their website's online presence, traffic & leads in take.



Harness The Power of Google Local Search Marketing

Local search is an essential component of any SEO strategy targeting local customers.



WHAT IS LOCAL SEO ?

Local SEO (Local Search Engine Optimization) is the process of increasing your visibility on Google and other search engines when people conduct a search near your physical location or when their search includes your location.

HOW IMPORTANT IS LOCAL SEARCH?

Local business SEO allows you to be found by local customers who are ready and willing to make a purchase on your brand or investment in your business. Moreover, it can provide you with the following benefits, such as:

- Increasing the number of visitors to your website & foot traffic.
- Getting more calls, bookings, and potential clients
- Establishing credibility and good customer relationship

Importance of having an optimised Google My Business Listing

Creating and optimising your Google Business Profile is the first step to achieving success in local search.



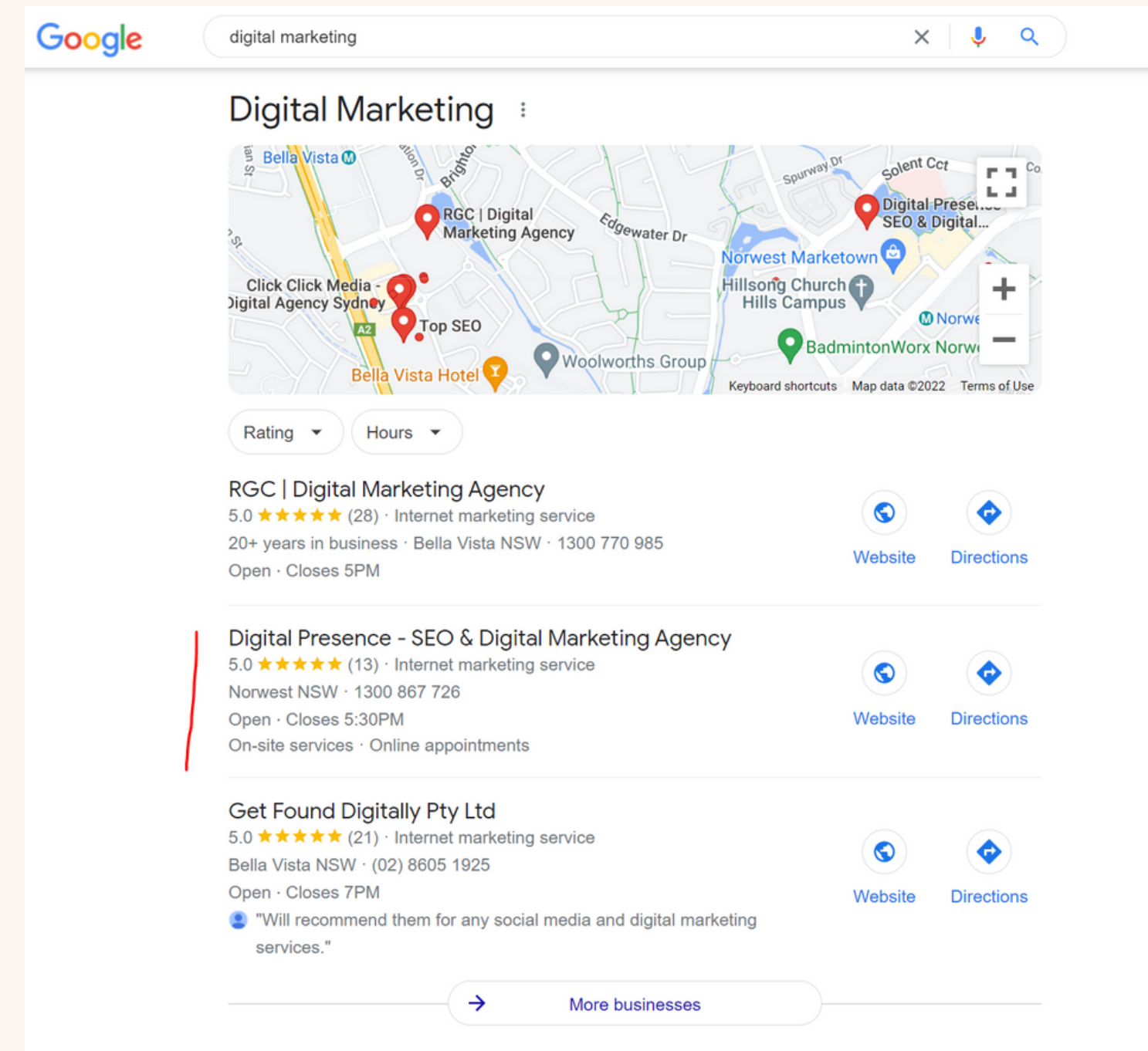
WHAT IS GOOGLE MY BUSINESS PROFILE?

Google Business Profile is a free tool developed by Google. It allows business owners to better manage their online presence across the search engine and its expanding series of services, including Google Maps.

It shows all the information needed to easily locate your local business. It includes the business category, address, operating hours, and reviews.

GETTING STARTED WITH YOUR GOOGLE BUSINESS PROFILE

- First, do a Google search to see if your company already has a GMB.
- Be sure to start with your business name & category.
- Indicate your business's physical store, office location, or service area.
- Add your contact details & the current URL of your website.
- Lastly, you will need to verify your GMB.



A Google Maps location is automatically generated when a Google Business Profile is set up.

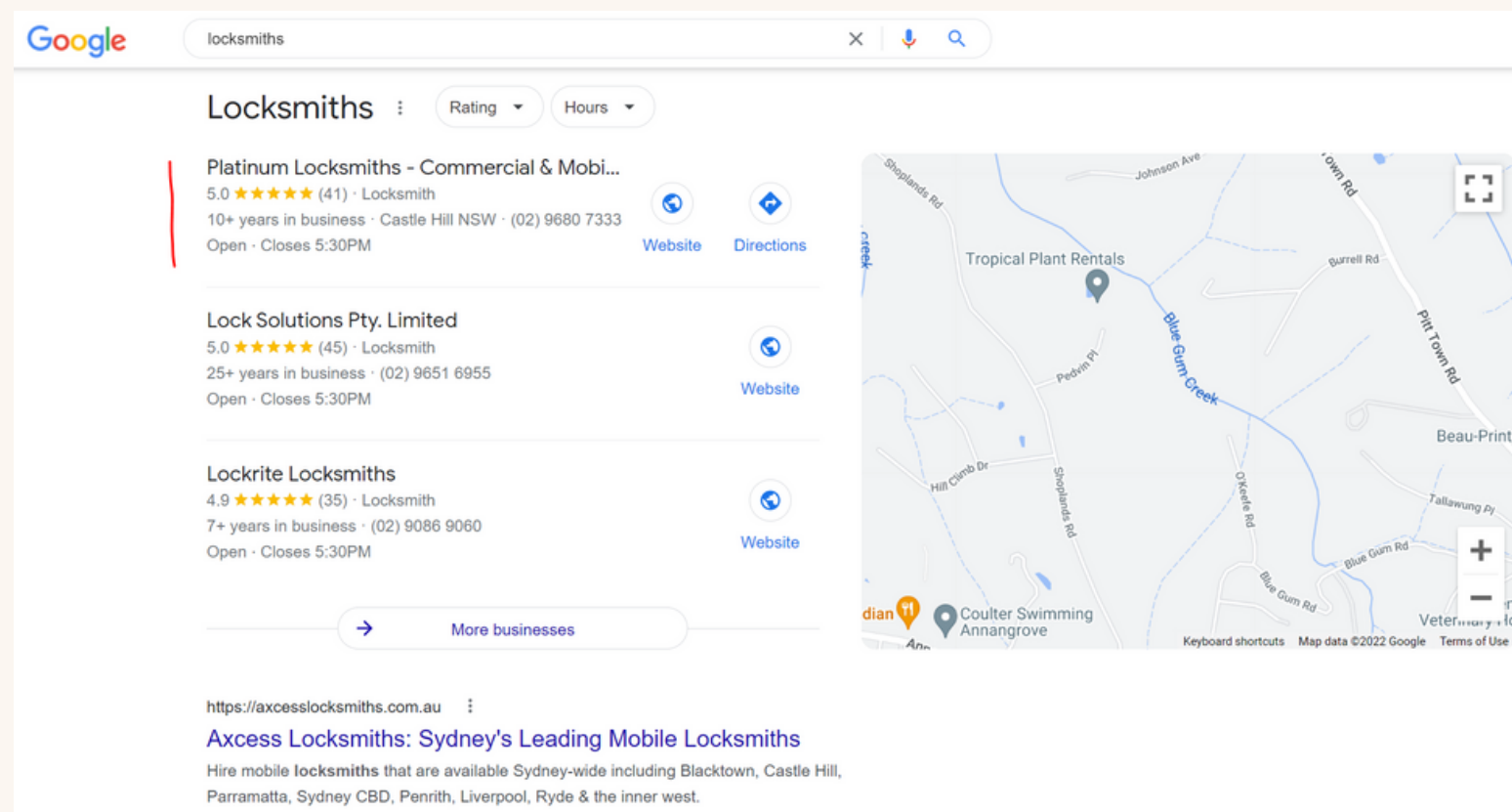
Importance of having an optimised **Google My Business Listing**

GOOGLE BUSINESS PROFILE VERIFICATION

Verifying your business is important for your GMB's performance & visibility.

Google will send you a postcard mail that takes up to 5 business days or less than a week.

Once you have confirmed, your business will officially go live.



PUBLISHING & OPTIMISING GOOGLE BUSINESS PROFILE

Once you have verified your business, you can now update your company's information & manage your online presence. Next is to optimise your GMB:

- Fill out your profile completely and ensure all your details are correct.
- Add relevant keywords & search phrases to your business profile, description & local posts.
- See to it that your operating hours are accurate & updated.
- Upload your business' photos such as:
 - Business logo & cover photo
 - Interior & exterior places of your store
 - Goods & services offered
 - Employees working or assisting customers
- Encourage customer feedback & respond to reviews.
- Make it easier for customers to contact you. Manage your automated messages & maintain a response time of no more than 24 hours.
- Publish local posts to interact with your audience & keep your site relevant in Google's search results.
- Apply & maintain the right GMB attributes.
- Use GMB's Product Editor to showcase your products.

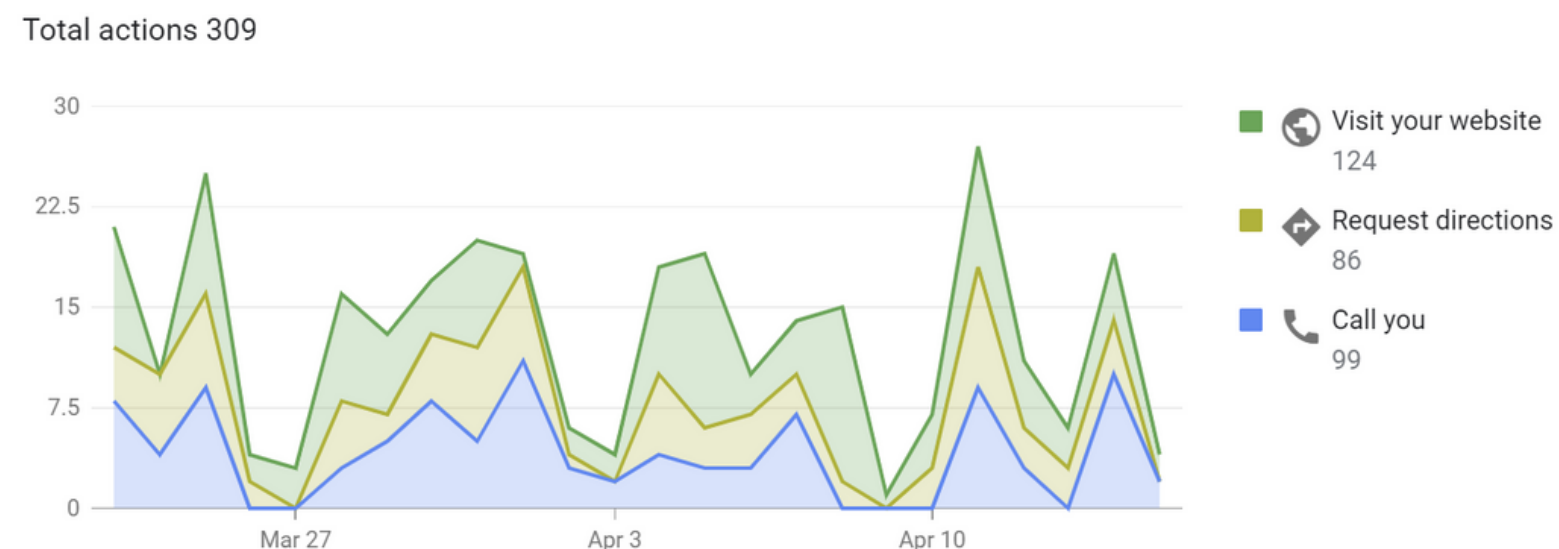
Importance of having an optimised Google My Business Listing



KEEP TRACK OF YOUR GOOGLE BUSINESS PROFILE INSIGHTS

Google Insights helps you know more about your Google My Business listing's visibility & customer engagement. According to Google Business Profile Help, it includes:

- **How customers find your listing**
It shows how customers find you through direct, discovery, branded & total searches.
- **Search queries**
Search queries are now performance reporting on Search.
- **Where customers find you on Google**
You can check the number of views your listing received through Views on Search, Views on Map & Total Views.
- **Customer actions**
It shows when a customer views your website, asks for directions, & calls your business.



Target your ideal clients & service areas using local search strategies

Improve your business's local search visibility & traffic with this effective SEO Tactics

OPTIMISE YOUR LOCAL LISTINGS & CITATIONS

You must clearly show your business' legitimacy to get listed & ranked on Google Maps. To begin with, you need to have the following data:

- NAP (Name, Address & Phone Number)
- URL of your website
- Business category
- Keywords
- Short & long business description
- Business photos
- Business license (optional sometimes)

Mentions of a nearby business are known as "local citations." They can be obtained by listing your own or getting a third-party service.

As much as possible, you have to gain as many local listings & citations under the right business category with consistent details.

OPTIMISE YOUR CONTENT

There are many on-site local SEO tactics you must consider, including:

- "Near Me" search terms - Optimising on "near me" search queries can increase your website's traffic.
- Localization - According to [advicelocal.com](https://www.advicelocal.com), these are the essential local ranking factors:
 - Google Business Profile Signals - 36%
 - Reviews - 17%
 - On-Page - 16%
 - Links - 13%
 - Behavioral - 7%
 - Citations - 7%
 - Personalization - 4%
- Content - Produce unique & relevant local content to maximise your online presence.
- Local blog or website - Get more backlinks to your individual location pages.

OPTIMISE YOUR BACKLINKS

Linking to other local businesses & organizations is vital for your local SEO success. The number of backlinks to your website is an important ranking factor for search engines.

According to searchenginejournal.com, you can get local links with the following:

- Local sponsorship
- Local volunteer opportunities
- Local offline groups

You can also obtain links from local competitors through these:

- First, investigate all of your competitors' outgoing links using a web crawler.
- Then check if you can get links from the websites that your competitors link to.



Thank You!

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