



Optimize Your Website for Local SEO

Take advantage of the way informed consumers are searching.



CLAIM AND OPTIMIZE YOUR "GOOGLE MY BUSINESS" PAGE.

Fill in all fields and include information such as hours, locations, a business summary, and photos. This info will display in the sidebar when someone googles your business.

CLAIM AND OPTIMIZE YOUR PAGES ON OTHER REVIEW SITES, SUCH AS YELP.

These may positively influence search engine results from Google and Bing due to customer reviews and interactions.

AUDIT YOUR ONLINE PRESENCES FOR NAP (NAME, ADDRESS, PHONE).

Be consistent with your contact info, so Google can connect multiple listings.

ASK YOUR CUSTOMERS TO REVIEW YOUR BUSINESS.

Reviews may help your business rank higher in search results.

EMBED A GOOGLE MAP IN YOUR WEBSITE.

RESPOND TO YOUR ONLINE REVIEWS AND QUESTIONS.

ADD UNIQUE LOCATION PAGES ON YOUR WEBSITE, WITH LOCATION-SPECIFIC INFORMATION.

FOLLOW WEB CODING GUIDELINES FOR APPLYING STRUCTURED DATA TO ALL LOCATION INFO ON YOUR WEBSITE.

Structured data coding helps search engines identify location data and improves the display of your results in search engines.

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