

Top Tips for Optimising Your Business Online with Local SEO

Local SEO is all about making your business more discoverable to local customers. In a world where the majority of consumers turn to the internet to find services and products near them, it's essential to stand out in search results.

This guide has been created to help you improve your online visibility and boost your business's success.

By enhancing your local online presence, you can connect with more potential customers in your area, boost your credibility and trustworthiness in local searches, outrank your competitors, and ultimately, drive more foot traffic or online sales.

Where to target

When it comes to boosting local SEO, your aim should be to dominate the "Local Pack" and secure a position in the "Local Organic Search Results." These two areas in the Search Engine Results Pages (SERPs) are incredibly valuable for local businesses.

The goal is to not only be listed in these areas but to rank as high as possible. When your business appears in the Local Pack or the Local Organic Search Results, you are more likely to attract the attention of users who are actively searching for local products or services.

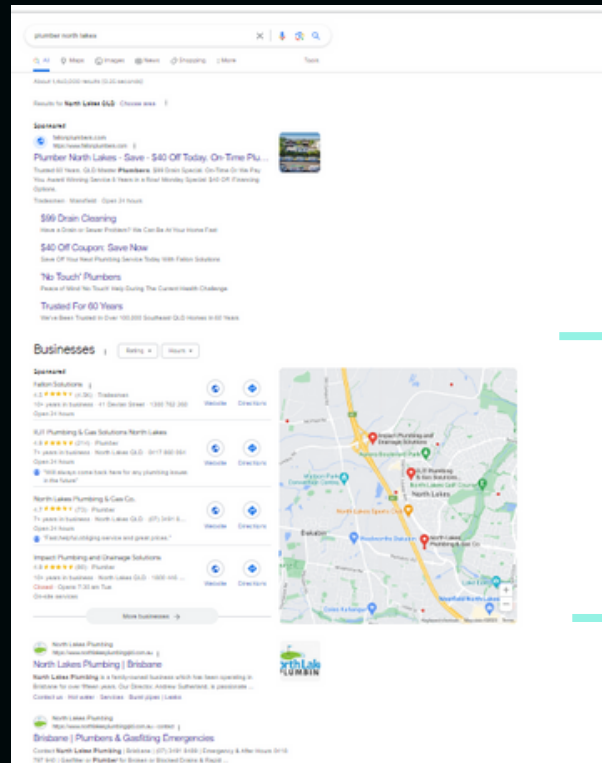
The Local Pack

This is the prime real estate for local businesses. It's the section that appears prominently at the top of the search results, typically showing a map with several local business listings. This is often accompanied by contact details, ratings, and links to the respective Google My Business (GMB) profiles. To rank in the Local Pack, it's crucial to optimise your GMB profile, gather positive reviews, ensure NAP consistency, and use appropriate local SEO keywords.

Local Organic Search Results

These results appear just below the Local Pack and above the traditional organic search results. They are relevant to local searches but are more diverse, showing a mix of local businesses and directories. To perform well in the Local Organic Search Results, you'll want to optimise your website with on-page SEO, ensure mobile-friendliness, create local content, and obtain high-quality backlinks from local websites.

Typical SERP for "Plumber North Lakes"



Paid Ads, attracting approx 15 - 20% of clicks

The Local Pack
Optimal area, attracting approx 20 - 50% of clicks

Local Organic Results,
attracting approx 20 - 25% of clicks

How to optimise for Local SEO

Showcase your business premises with photos

Capture your business in its best light. This includes both the exterior and interior of your premises. Hire a Google My Business (GMB) verified photographer or use the GMB app to upload high-quality images.

Why? Because visual content not only entices potential customers but also significantly improves your local SEO ranking. Images provide legitimacy and a personal touch, making your business more appealing to those searching for your products or services locally.

Google recognises the authenticity of these photos, as it implies that you have physically visited the premises, reinforcing trust and credibility with your audience and search engines alike.



Harness the Power of Customer Reviews



Online reviews are a vital asset for local businesses, serving as a trusted source of feedback. It's highly beneficial to proactively engage your existing customer base and encourage them to share their experiences from their home suburb, thus broadening your service reach and demonstrating a larger serviceable radius.

To enhance the probability of a good review, a thoughtfully crafted questionnaire can be emailed to recent customers to assess customer satisfaction. Those who rate your service with a full 5/5 should be directed to leave a review on Google, while those with ratings below 5/5 are guided to an internal feedback form. It's imperative to respond to all reviews, whether positive or negative, as this demonstrates your unwavering dedication to customer contentment.

The Importance of Consistent NAP

Maintaining uniformity in your Name, Address, and Phone number (NAP) across various platforms is of paramount significance in securing Google's confidence in your business listing.

The use of tools such as BrightLocal to guarantee precision in your NAP format is essential to ensure consistency and accuracy across all citations.

Also ensure that when you submit your information to business directories you create a distinct and unique "About Us" paragraph for each listing to avoid penalisation



Diversify your Business listings to Bing Places

Broaden your local SEO horizons by acknowledging that Google highly values citations from authoritative sources like Bing.

Listing your business with precise NAP information on Bing Places is an optimal strategy. This diversification not only expands your online presence but also fortifies your local SEO strategy, given the high credibility and authority associated with Bing in Google's eyes.



Utilise Event Listings as Citations

Event listings as citations can be a powerful boost for your local SEO strategy.

Platforms like Eventbrite and Meetup.com provide an excellent opportunity to not only promote your business but also to enhance its online presence. By creating and listing events on these platforms, you not only gain valuable backlinks and references but also establish the credibility of your business as an active participant in the local community.

Events such as workshops, seminars, product launches, charity drives, or community gatherings related to your niche can be featured on these platforms. Ideally, these events should be hosted at your business premises with a link to your Google My Business page.

Google recognises the value of such citations as they signal a dynamic, engaged local business. Leveraging Eventbrite and Meetup.com in this manner can help ensure your business listing is discovered and trusted by search engines and potential customers seeking your products or services in your locality.



Leverage Waze for Maximum Authority

Creating a business listing in Waze is a strategic move that can significantly benefit your local SEO efforts.

Waze, owned by Google, holds an inherent level of credibility and trust within the digital ecosystem, making it a valuable platform for businesses. By establishing your presence on Waze, you align your business with Google's authority, bolstering your local SEO rankings.

Additionally, the significance of taking photos of your premises using the Waze app cannot be overstated. These images, tagged to your physical location, add a layer of authenticity and authority to your listing. It not only confirms that your business exists at the specified location but also provides potential customers with a visual connection, making your business more appealing and trustworthy in the eyes of local searchers.

YouTube Integration for SEO Trust and Authority

The synergy between Google and its subsidiary, YouTube, presents more opportunities for local SEO by embedding a link to your Google My Business page within your video descriptions on your business's YouTube channel.

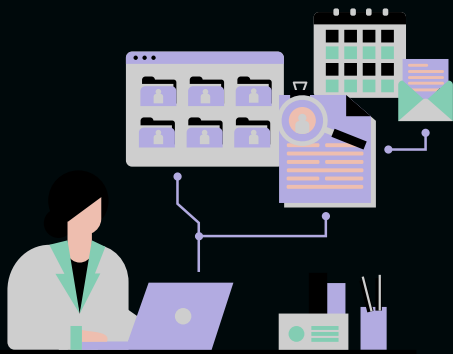
This strategic move not only strengthens your online presence but also instils trust and authority, leveraging the synergy between Google and YouTube to your advantage. Google highly values businesses that actively utilise its platforms, and this integration contributes to enhancing your Local SEO efforts.



Optimise Your Website's Contact Page

Your website plays a pivotal role in your Local SEO strategy. To optimise your online presence include a dedicated contact page.

This page should feature links to your Google My Business page and other pertinent platforms. By embedding this link within your website's footer, you ensure that search engine spiders can efficiently crawl and index it, ultimately bolstering your online visibility.



Utilise Employment Platforms for Trusted Citations

Creating business listing profiles on employment platforms like Indeed and Seek offers a wealth of advantages for your Local SEO strategy.

These platforms, renowned for their trustworthiness, serve as valuable citation sources, bolstering your business's credibility and authority. To make the most of these profiles, it's essential to maintain accurate Name, Address, and Phone number (NAP) information.

Additionally, including direct links to your website and Google My Business page in these listings is paramount. Not only does this facilitate easy access for potential customers, but it also reinforces your online presence and Local SEO efforts.

Accurate NAP details and these direct links validate your business's legitimacy, enhancing your chances of ranking higher in local search results and gaining the trust of both search engines and prospective customers.

Harness Press Releases to bolster SEO

Press Releases, when leveraged effectively, can be a powerful tool in bolstering your local SEO strategy.

Gaining citations from reputable news outlets not only enhances your business's credibility but also broadens your digital footprint. To ensure publication, it's vital to craft press releases that are newsworthy and impactful, as news outlets seek compelling content. Including direct links to your website and Google My Business page within these releases can significantly enhance your online presence.

These links not only make it easier for readers to connect with your business but also contribute to a robust backlink strategy. High-quality backlinks from authoritative news sources carry considerable weight in the eyes of search engines, making them a valuable asset for local SEO.

By securing citations through press releases, you not only establish your business as a trusted authority but also improve your chances of achieving higher rankings and connecting with a wider local audience.



Thank You for downloading

We hope you found this guide to Local SEO useful.

For more information about Digital Marketing, SEO and Marketing consultancy contact Oceania Marketing Group - your local partner in Marketing

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