

HOW TO DO LOCAL SEO IN 5 EASY STEPS

& Grow Your Small Business Online

Local SEO, especially for a small business, is imperative. Showing up on the top search results will keep your business alive & growing.

STEP 1

RELEVANT TITLE TAGS & META DESCRIPTIONS

These are what show up in a Google search. They matter, not only for ranking purposes, but for selling your business to new customers. Put the most important words in the front followed by the name of the local area you want to reach.

STEP 2

CLAIM YOUR GOOGLE MY BUSINESS

If you haven't done this yet, do it yesterday... People will see a map of your location or service area, a link to your website, reviews, phone number, etc. Visit google.com/business to get started ASAP!

STEP 3

ONLINE DIRECTORIES

Google doesn't give as much credit to many of these as they used to, but some are still important: BBB, Yelp, local directories, etc. It will also be helpful to claim your business listings on sites like: Factual, Acxiom, Localeze, & Superpages.

STEP 4

INDUSTRY & GEO. SPECIFIC WEBSITES

There may be other relevant platforms just waiting to give your business a boost, eg. local chamber of commerce websites. Doctors who list on HealthGrades.com & contractors who make a profile on Houzz.com might be pleasantly surprised!

STEP 5

GET YOUR NAME OUT THERE!

You get "points" with search engines by just getting your name out there. Digital networking: blogs, social media engagement, sponsored events, etc. Having people talk about your brand can be the most valuable part of your strategy.

This may seem like a lot, but the reason for all this work is to:

1. [Increase brand exposure with relevant audiences.](#)
2. [Ensure search engines find a broad & accurate digital representation of your business on quality platforms.](#)

It's all about building trust with new customers & Google.