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16 SEO Tips for Local Businesses

- 1. Understand the Importance of Local SEO:** Realize that nearly half of all Google searches are local searches, and about 80% of these lead to a sale. Recognize the potential that local online presence holds in reaching local customers.
- 2. Prioritize Your Online Presence:** Physical location is important, but also prioritize your online visibility. Emphasize your local nature to compete against national brands.
- 3. Invest in Digital Marketing:** Beyond having a working website, understand your traffic sources, set benchmarks, and analyze the effectiveness of your digital efforts.
- 4. Data-Driven Strategies:** Ensure your digital marketing efforts are based on solid data. Use dashboards and other tools to monitor online metrics.
- 5. Keyword Relevance:** Ensure you rank for current and relevant keywords, and not outdated or irrelevant ones.
- 6. Integrate Offline and Online Data:** Track foot traffic and purchases in physical stores and use this data to inform your online strategies.
- 7. Understand Your Starting Point:** Carry out an SEO audit to know where you currently stand and what improvements can be made.
- 8. Compete with the Big Brands:** Embrace the opportunity to offer personalized service and direct access to customers at a local level.
- 9. Avoid Getting Distracted by Trends:** While it's good to explore new platforms like TikTok, ensure that it doesn't divert attention from your primary online strategies, especially if the new platforms don't consistently yield the desired results.

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- 11. Reputation and Word-of-Mouth:** Engage in and monitor local community discussions. Encourage satisfied customers to leave positive reviews and recommendations.
- 12. Leverage Organic Listings and Reviews:** Aim to rank organically and combine this with good reviews to enhance trustworthiness.
- 13. Maximize Google Reviews:** Register your business on Google, actively seek genuine reviews from customers, and engage with them to maintain authenticity.
- 14. Embrace Local Identity for Local Businesses:** Highlight your local presence by displaying your address, showing maps, and always tying content back to your location.
- 15. Target Specific Locations for E-Commerce Stores:** Use the Google Search Console to identify low-ranking keywords for specific regions and create dedicated content around them.
- 16. Continuous Learning and Adaptation:** As the digital landscape evolves and becomes more competitive, always stay updated and be innovative in your approach.

Dominate search results - look up Gert at SEOLeverage.com