



**LOCAL SEO**



Local Search Engine Optimization

**Drive more traffic to your business**

**VH Marketing Ltd.**  
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# Introduction

## Briefly about Viola Olah

You can connect with me by clicking on the icons or the links below.



<https://www.linkedin.com/in/violaolah>



<https://www.facebook.com/VHMarketing>



<https://twitter.com/violaolah>



<https://plus.google.com/+ViolaOlah/posts>



**How can I make my business  
more visible on Google?**

**If you are looking for a chiropractor  
how do you go by finding one?**

# Local search

The reality is no matter how active you are on social media

**your website will not show up on Google Search ...**

**80%** of consumers use search engines for local information

~ [Google & Ipsos Study](#) on Local Search Behavior

## CONSUMERS SEARCH FOR A VARIETY OF LOCAL INFORMATION



SMARTPHONE



Business hours



Directions to local store



Local store address



COMPUTER/TABLET



Availability of product at local store



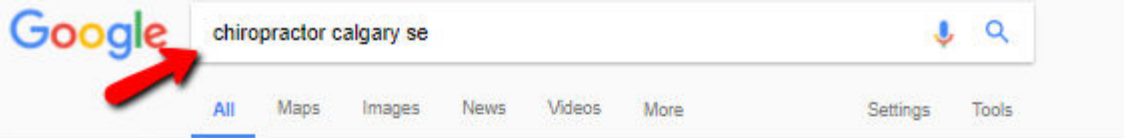
Business hours



Local store address



**So What is Local search**



Google My Business Listing Shows up on the 1st page You want to be in the 3 Pack

Calgary Chiropractic - chiropractical.ca  
[www.chiropractical.ca/](http://www.chiropractical.ca/)  
Modern, Caring Chiropractic care. Have a problem? Come get checked.  
[Blog Center](#) · [Massage Therapy](#) · [Chiropractic Care](#) · [Request An Appointment](#)

Map data ©2017 Google

Rating ▾ Hours ▾ Sort by ▾

<b>McKenzie Towne Chiropractic &amp; Massage</b> 4.2 ★★★★★ (11) · Chiropractor 1.2 km · 81 High St SE · (403) 257-8183 Closed now	<a href="#">WEBSITE</a>	<a href="#">DIRECTIONS</a>
<b>South Trail Chiropractic</b> 5.0 ★★★★★ (3) · Chiropractor 1.3 km · 81, 4307 130 Ave SE · (403) 257-7913 Closed now	<a href="#">WEBSITE</a>	<a href="#">DIRECTIONS</a>
<b>Douglasdale Family Chiropractic</b> 4.8 ★★★★★ (42) · Chiropractor 1.8 km · 3451 Douglasdale Blvd SE #1 · (403) 279-2229 Closed now	<a href="#">WEBSITE</a>	<a href="#">DIRECTIONS</a>

[More places](#)

**The 3 pack on the 1<sup>st</sup> page of Google is **ONLY** for  
Local businesses**

**Why does the business down the street show up in local search results, but not yours?**

The truth is that the answer is complex  
BUT there is one Major Component and that is:

**Google is looking for **consistent**  
changes/improvements on your site**

**Here are 2 tips you can implement immediately**

# 1. NAP

**N** – Name

**A** – Address

**P** – Phone number



## **NAP should be:**

- placed on in the footer of your site, it should show on every page
- consistent on all local directory listings
- on all Social Media sites (that allow or ask for it)
- consistent everywhere on the internet



**Find out how is Google displaying your  
business address on [Google Maps](#)**

**Use that version of your address**

## **2. Reviews**

**Ask and encourage your customers to review your business on :**

- **Google,**
- **Yelp,**
- **Facebook,**
- **Industry review sites and**
- **anywhere else where they have an opportunity.**



**If you have a follow-up email**

**Add a direct link** to your

Google My Business listing & ask your clients to leave a review if they are happy with your services

**What kind of results can you expect  
from using GMB?**

# This is what is possible – snapshot of GMB

(VH Marketing client)



Insights

Insights for your business, last month

5.92K

12% ↑

Searches

10.4K

18% ↑

Views

9.6K

3% ↑

Actions

[VIEW INSIGHTS](#)



Insights

Insights for your business, last month

8.46K

16% ↑

Searches

23.3K

125% ↑

Views

4.84K

720% ↑

Actions

[VIEW INSIGHTS](#)



Google Analytics

3.5K

7% ↑

New visits

2.73K

10% ↑

Unique visitors

10.4K

8% ↑

Pageviews

[VIEW ANALYTICS](#)

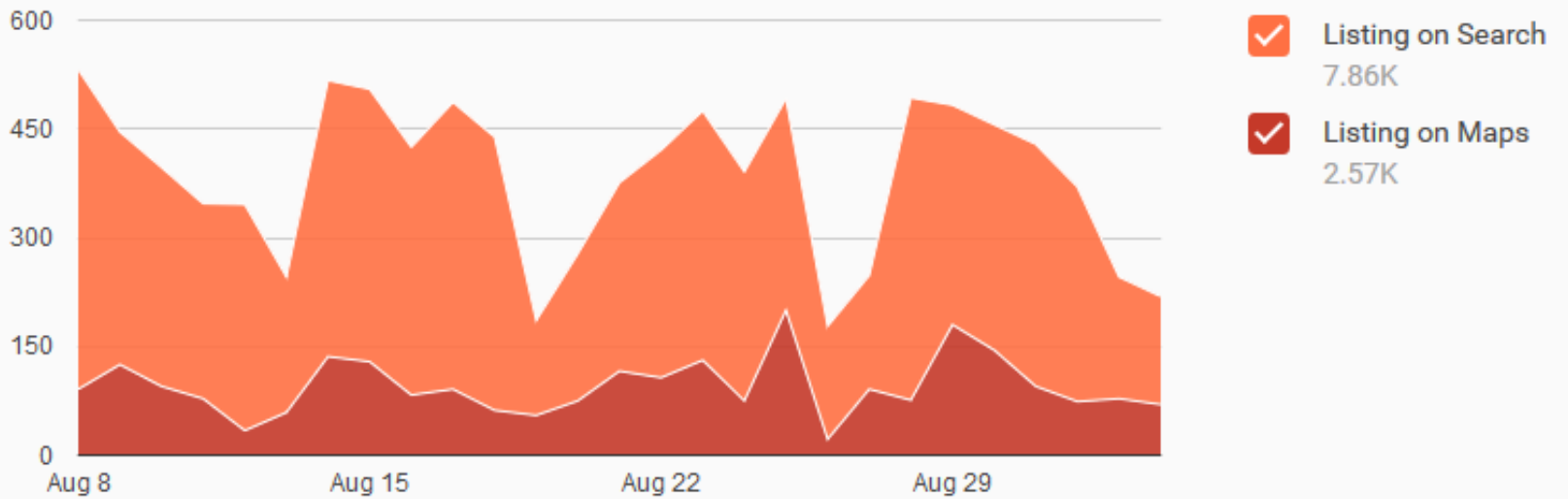


## Where customers view your business on Google

The Google services that customers use to find your business

1 month ▾

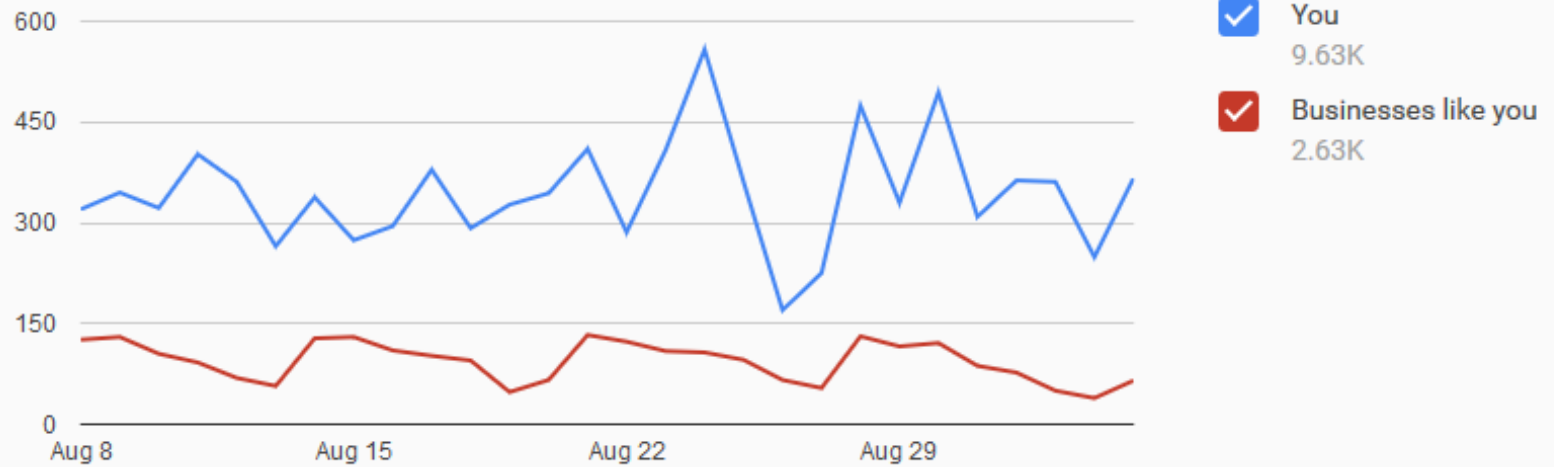
Total views 10.4K



## Photo views

The number of times your business photos have been viewed, compared to photos from other businesses

1 month ▾

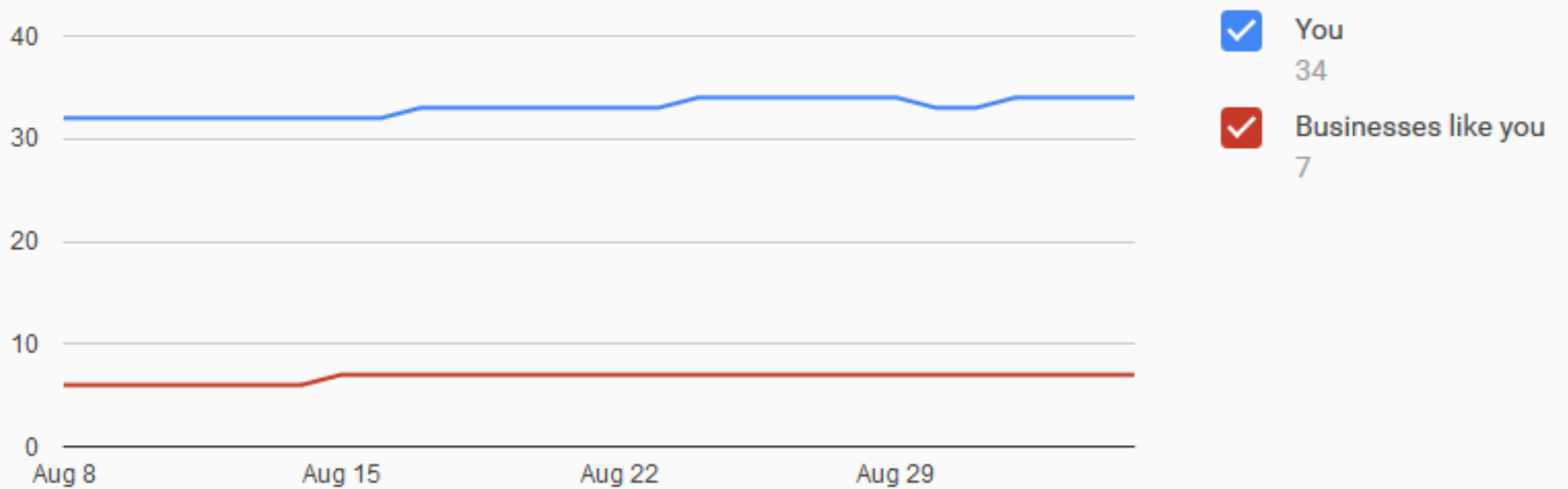


Your photos receive 266% more views than similar businesses. [Post more to stay ahead](#)

## Photo quantity

The number of photos that appear on your business, compared to photos from other businesses

1 month ▾

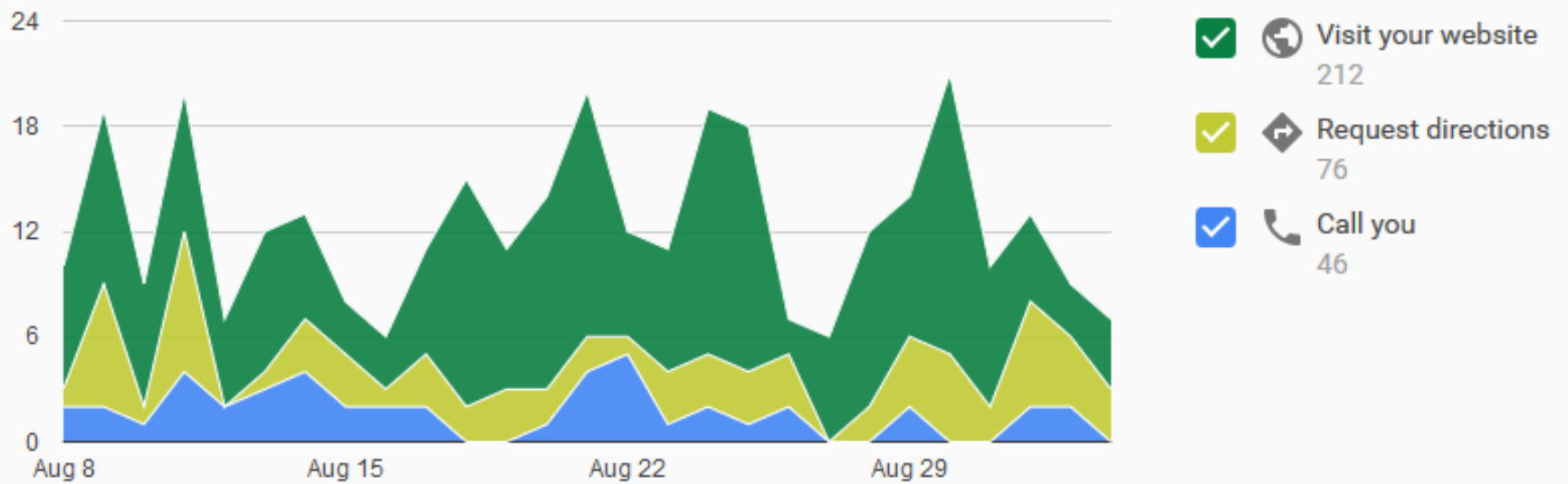


## Customer actions

The most common actions that customers take on your listing

1 month ▾

Total actions 334





# Add pictures to GMB on regular basis

(once a month is OK)

OVERVIEW

BY OWNER

BY CUSTOMER

360

INTERIOR

EXTERIOR

AT WORK

TEAM

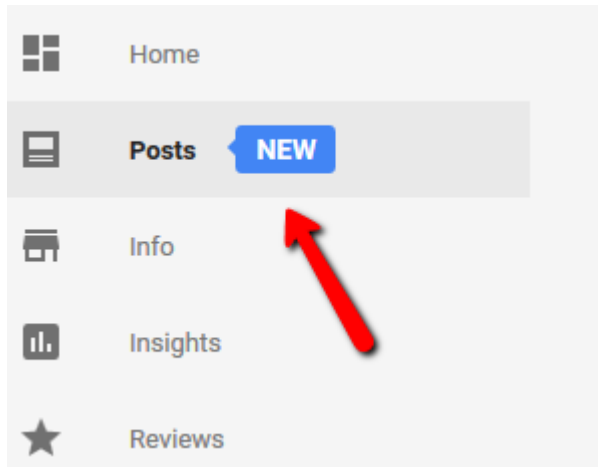
IDENTITY

# What to do with photos

Images must be optimized for local search with local content.

Large, relevant and eye-catching images.

# Using Posts



Did you know we offer painless teeth whitening?  
Get immediate results after one treatment.

[LEARN MORE](#)



Posted 2017 Aug 24

 461

Do you want a smoother, tighter skin? Try our  
medical grade facials. We use quality anti aging  
and organic Canadian made products.

[LEARN MORE](#)



Posted 2017 Aug 17

 577

Do you have problems sleeping? Are you in pain?  
Hormonal issues? Try acupuncture! It can  
successfully treat many health issues.

[LEARN MORE](#)



Posted 2017 Aug 08

 620



# How to Stay Competitive in Google's Local 3-Pack

## Primary Objective:

Feed Google Information About Your Business **Consistently**

Give people enough information to decide that your business is the one they need.

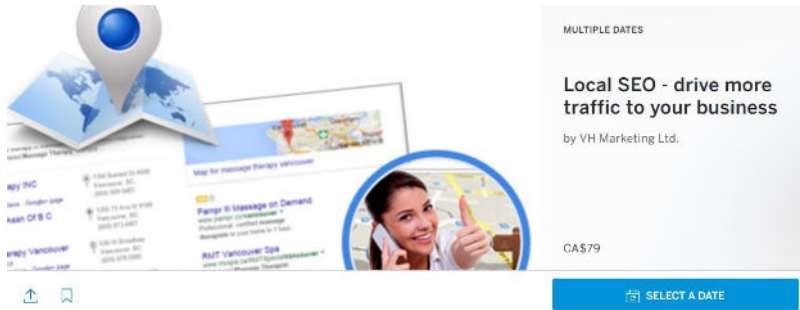
NAP (Name, Address, Phone number)

Google Maps

Google Reviews

**Create a schedule to update listings**

**Encourage and manage online reviews**



## Special Offer

Use coupon code: 10OFF

To get **\$10 off** the live In-Person **LOCAL SEO Workshop**

3 dates to choose from

<http://bit.ly/2vRRW8C>

**Q & A**

Thank you for attending!

Thank You!  
😊