



5 Ways Local SEO Differs from National SEO



GUESSING

“Guessing is harder than knowing.”

– Orel Herschiser



TODAY

- **Our definition of Local vs Global SEO**
- **5 ways they are the same**
- **5 Local SEO differences**
- **Summary Q&A**
- **Next steps**

SEARCH ENGINE OPTIMIZATION*

- **Increasing Quantity and Quality of website traffic**
- **Search engines are answer machines**
- **Knowing searcher's intent**
- **Fulfilling the searcher's intent in a way search engines understand**

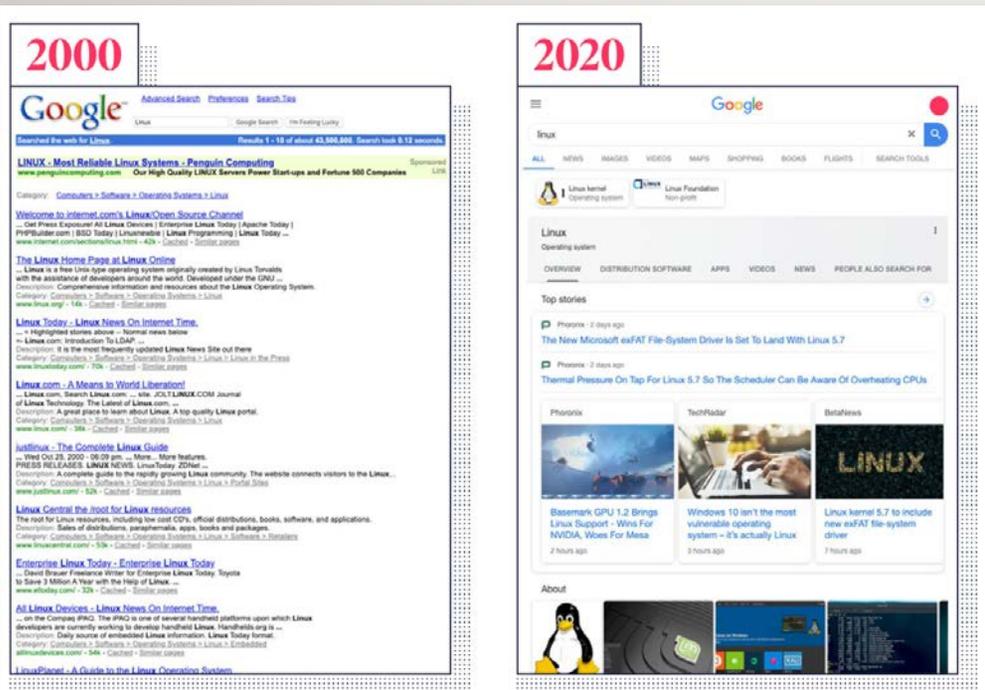
*via Moz.com

GOOGLE

- US 87%
- “If you can make it there. . .”



WE'RE #1!



How a search for "Linux" has changed. In 2000, Google only returned "organic" results, ads, and a category header. Now the top of the page is full of Google products and "answers." Source: 2000 screenshot/Archive.org

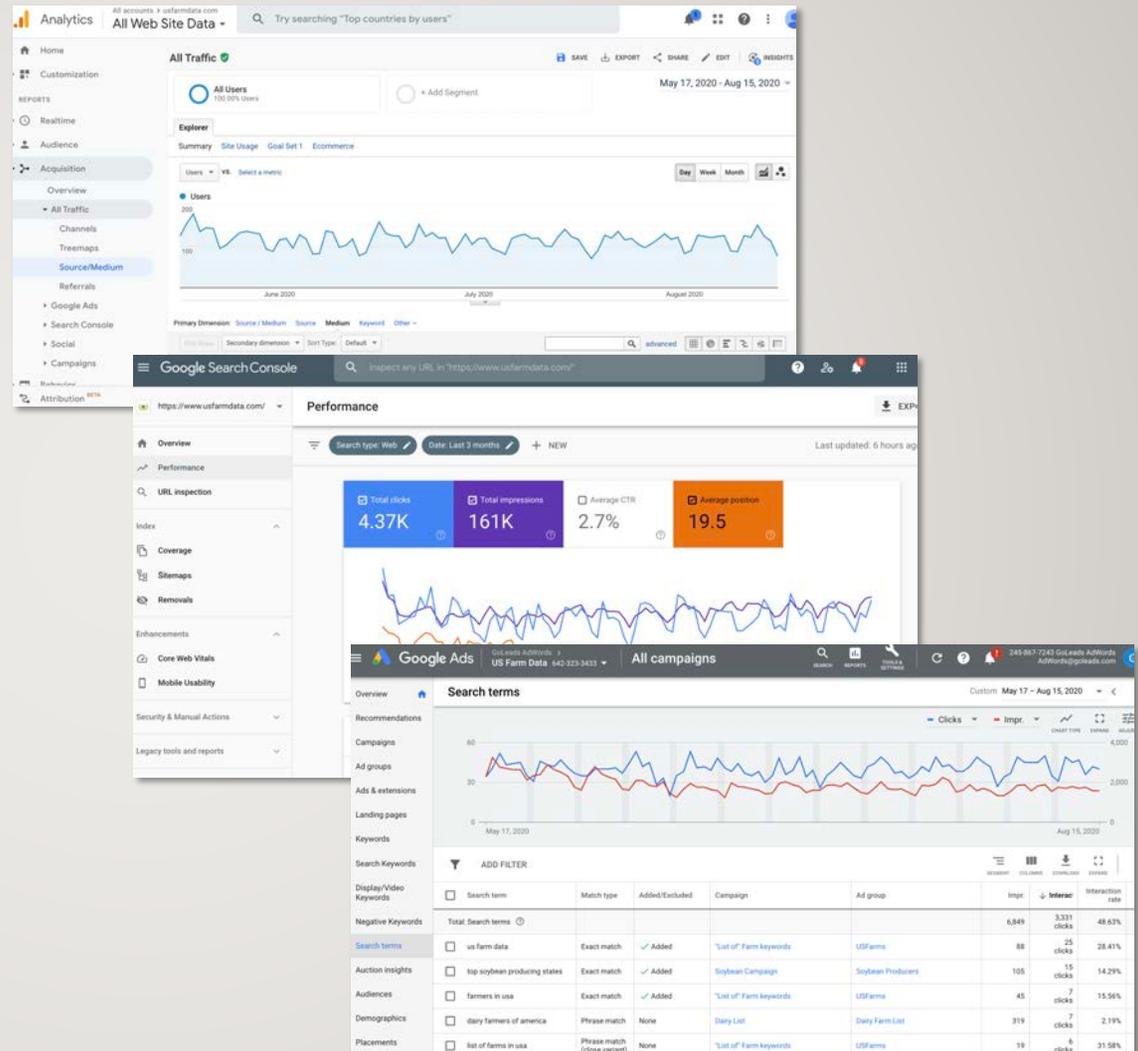
via themarkup.org

- Location, location, location...
- Not #1 anymore
- Paid search clicks up 44% desktop – 125% on mobile!*

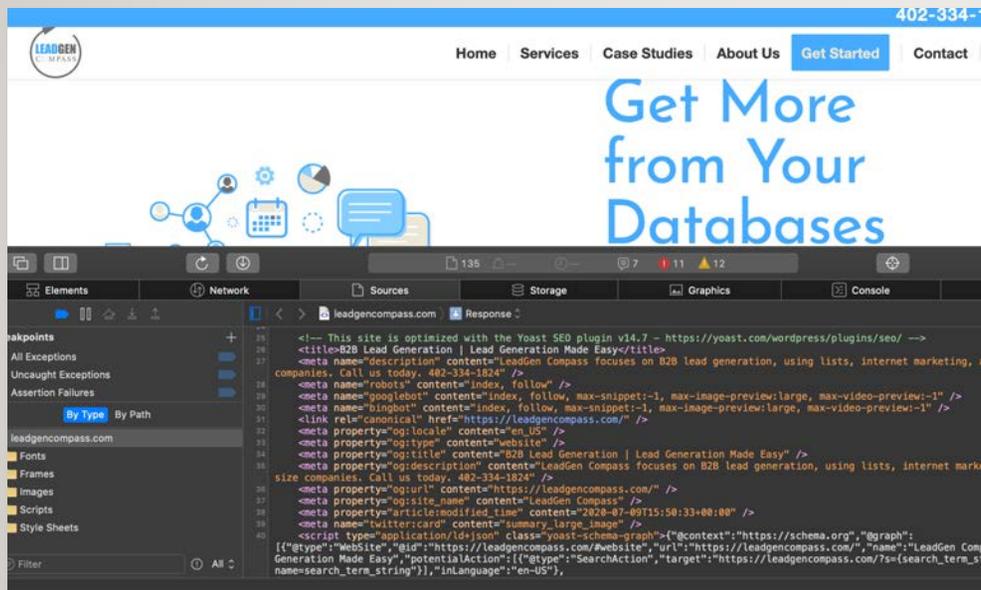
*Sparktoro

TOOLS

- Google is as Google does
- Get everything talking
- Hook up those sitemaps!



PRIORITIES & PROCESS



- Fulfill search intent in a way search engines understand.
- Title, H1, description, alt, H2/H3, internal-external links

LOCAL

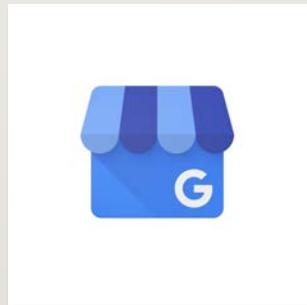


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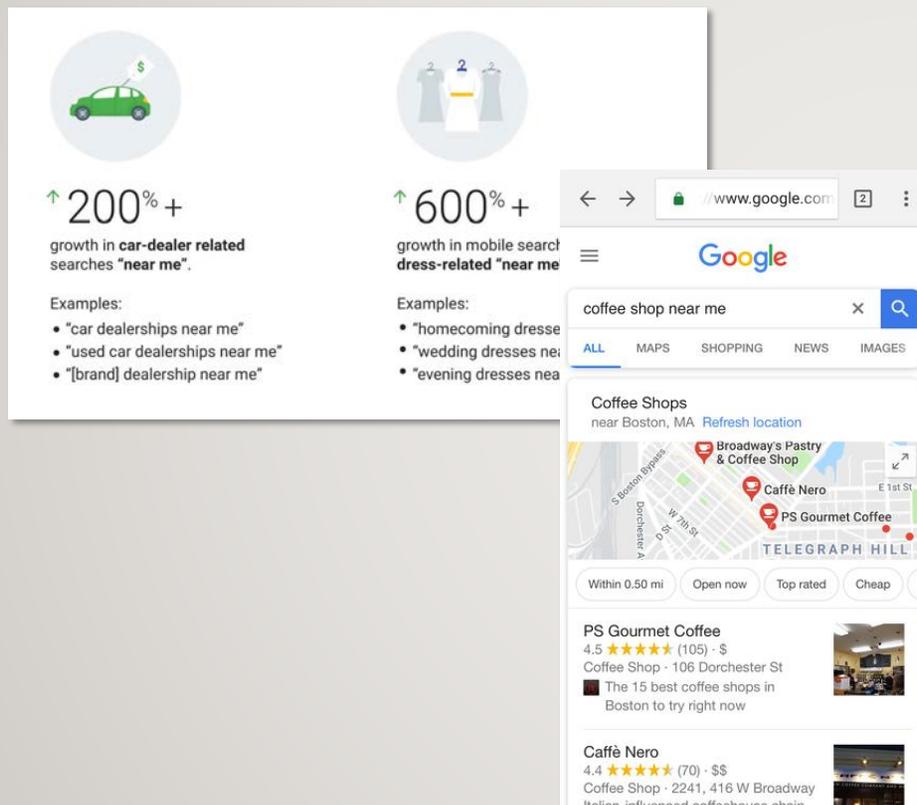
GOOGLE MY BIZ

- **Good for all, vital for local SEO**
- **Claim it, update it, think like a user**

The image shows a Google search for "us farm data" with approximately 1,250,000,000 results. A red arrow points from the search bar to the top of a Google My Business listing for "LawnNow Inc." in Chesapeake, VA. The listing is in a "Pending review" state. The listing details include: "LawnNow Inc.", "Landscape designer", "Lawn care service", "No location, deliveries and home services only", "Service areas" (Chesapeake, VA, USA; Suffolk, VA, USA; Portsmouth, VA, USA; Newport News, VA, USA; Virginia Beach, VA, USA), and "Hours" (Sunday: Closed, Monday: 9:00 am - 5:00 pm). The right-hand side of the listing shows a "Pending review" notification and options to "Advertise easily in minutes", "Close or remove this listing", "Google Assistant calls", and "Advanced information" (Store code, Labels).



“NEAR ME” MOBILE



↑ 200%+
growth in **car-dealer related** searches “near me”.

Examples:

- “car dealerships near me”
- “used car dealerships near me”
- “[brand] dealership near me”

↑ 600%+
growth in mobile search **dress-related** “near me”.

Examples:

- “homecoming dresses near me”
- “wedding dresses near me”
- “evening dresses near me”

Google
coffee shop near me

ALL MAPS SHOPPING NEWS IMAGES

Coffee Shops
near Boston, MA Refresh location

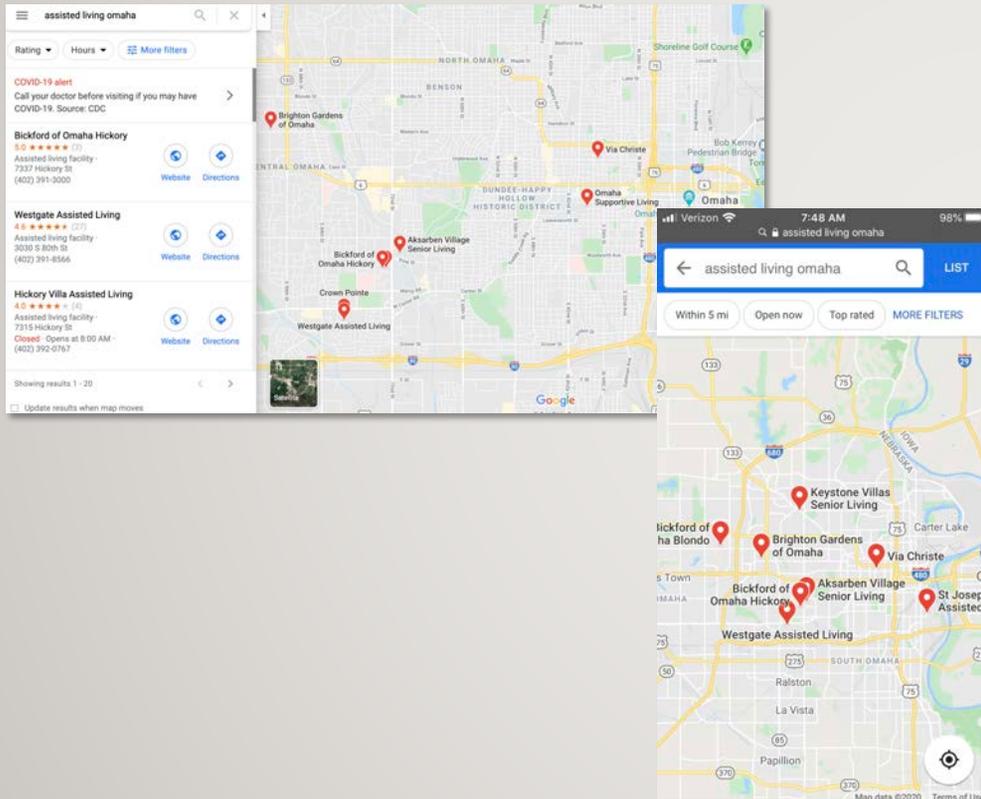
Within 0.50 mi Open now Top rated Cheap

PS Gourmet Coffee
4.5 ★★★★★ (105) · \$
Coffee Shop · 106 Dorchester St
The 15 best coffee shops in Boston to try right now

Caffè Nero
4.4 ★★★★★ (70) · \$\$
Coffee Shop · 2241, 416 W Broadway
Italian-influenced coffeehouse chain

- **What’s close to you?**
- **Relies on My Biz and your site listing**
- **Buy some traffic**

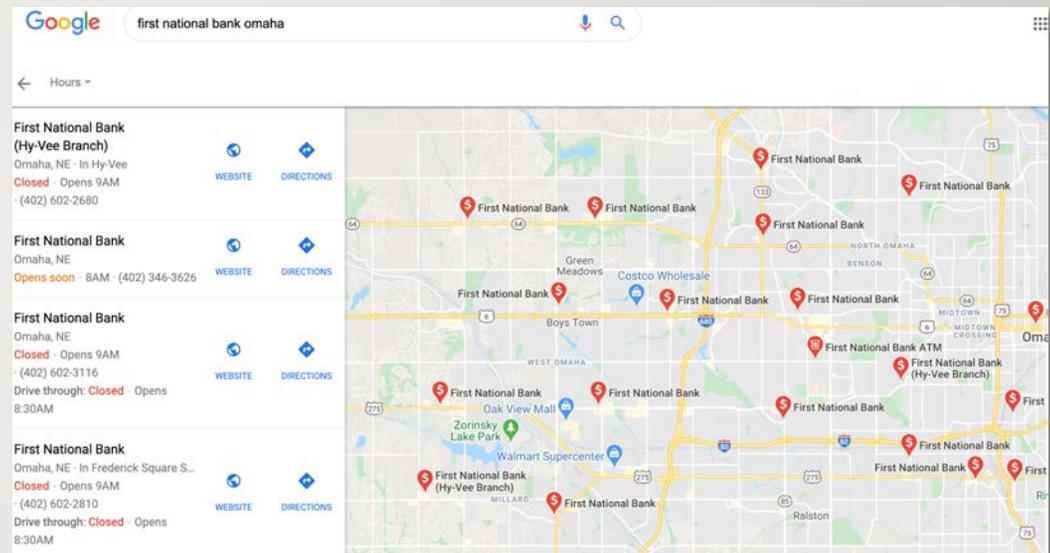
MAP SEARCH



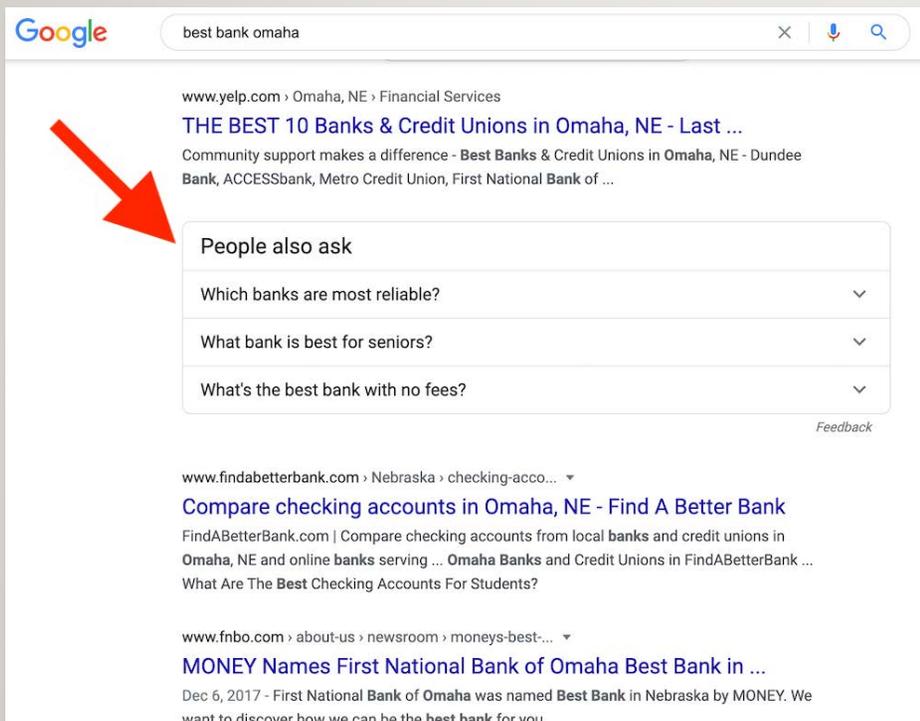
- In local search, maps are prominent
- How long can you go without opening Google Maps?

ADDRESS MATCHING

- Multi location?
- Distinct navigation
- Unique content
- Embed your Google My Business maps



PEOPLE ALSO ASK...

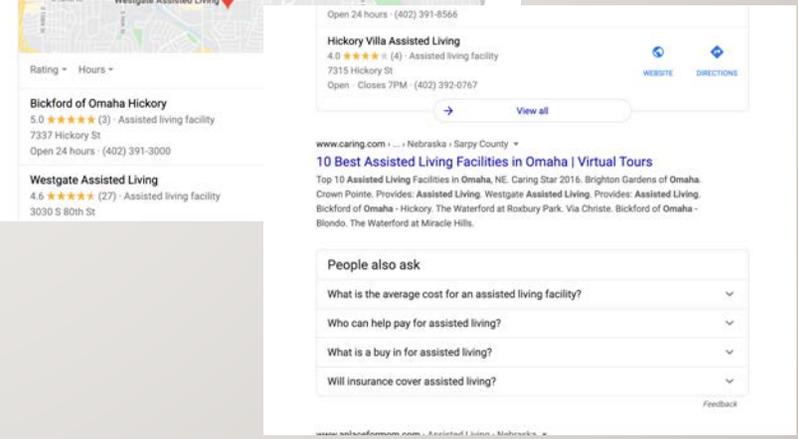
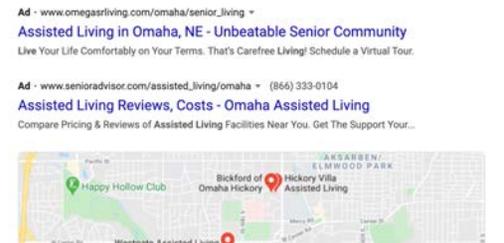
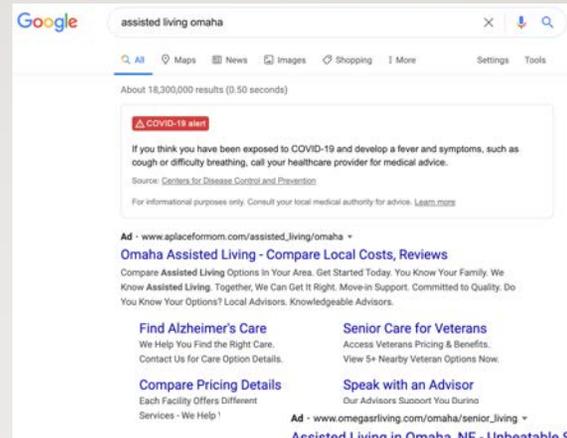


Google search results for "best bank omaha". The search bar shows "best bank omaha". The first result is from www.yelp.com, titled "THE BEST 10 Banks & Credit Unions in Omaha, NE - Last ...". Below the main result is a "People also ask" section with three questions: "Which banks are most reliable?", "What bank is best for seniors?", and "What's the best bank with no fees?". A red arrow points to the "People also ask" section. Below this section are two more search results: one from www.findabetterbank.com titled "Compare checking accounts in Omaha, NE - Find A Better Bank" and another from www.fnbo.com titled "MONEY Names First National Bank of Omaha Best Bank in ...".

- **Google wants to help the user.**
- **Help Google help the user help you.**
- **H2, H3, H4, **

REVIEWS

- Optimize for review sites
- Ask, ask, ask again
- Prompts help match to user's decision stage
- Yelp, ugh.



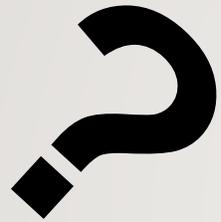
THE BIG 5

- **Google My Business Tool**
- **“Near Me” searches**
- **Map Optimization (multi locations)**
- **Google’s On Page Answers**
- **Reviews**

NEXT STEPS

- **Get clear on what your organic traffic is today.
(we use organic/(none) to start)**
- **Set a target/goal**
- **Find best/converting terms to work on
(we test with paid search)**
- **Get to work!**

QUESTIONS?



WAYS WE CAN HELP

- **SEO Strategy**
- **Outsourced SEO work**
- **SEO Projects**



THANK YOU!



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