

LOCAL SEO

Quick Start Guide



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Every business that competes in a local market also competes for the display of localized results in search engines. You will likely find the need to [conduct a thorough SEO audit](#) at some point – so whether you’ve hired an SEO in the past or not, the best way to beat the competition is to know where you stand and what you need to fix, and then [develop a plan to win](#) based on your knowledge of the competitive landscape.

Remember: knowing is half the battle, and there’s a lot to learn when it comes to local SEO – that’s why we’ve made this guide to help you understand what we do every day to place our clients’ companies directly in front of their targeted audiences. In this guide we will cover the top areas that we review for our clients and recommend improvements based on the information we collect from our full SEO audits.

Google - My Business Page:

Google has tried to make it easier for searchers to find what they’re looking for – and most of them are looking for businesses in their area. In order for those searchers to find your business, you’ll need to establish your business on Google’s platform which will enhance your listings in search results and establish your company as a legitimate business that should be indexed and identified on a map for viewers. Business owners may have several pages existing at the same time, which will cause your listings to be overlapped and [demoted for low quality or unclear information](#). You’ll want to make sure that your page contains all the accurate information about your business that you can provide, [deleting any other existing pages](#) that may conflict with that page. You’ll then need to [verify your business manually](#) via postcard which will contain a unique code for you to enter through your Google dashboard.

Website and Landing Page Optimization:

Having an [official profile with Google](#) is great, but you'll need to differentiate yourself online by having your own website where customers can find additional information about your company. Be sure that the information you have listed with Google is identical to what is available on your website, and incorporate schema markup to connect these details to each other so that when Google indexes your site, it will identify your brand across the web. Having your website's structure [compatible with Google's guidelines](#) will ensure your site is indexed properly and assist the flow of information from search engines through your landing page conversions. Although many claim that meta tags are completely ignored by Google nowadays, [some will argue its necessity](#) – we like to make sure we're not missing anything important, so we recommend that you maintain this information and keep it updated as well. If you have a physical location, also consider embedding a Google map on your website, which will be connected to the information on your Google Business page.

Mobile Website:

Is your website mobile, or did you build it using responsive design? If not, you should seriously consider developing a mobile-friendly version of your website because searches are increasingly done from mobile devices that can better connect searchers to local businesses based on their GPS location. [Mobile searchers are much more likely to be searching for local businesses](#) anyway, and they are [very likely to take an action](#) when they find the page they are looking for. Be sure to include some conversion tools such as a one-click call or email button, coupons, downloads or other promotions.

Backlinks and Citations:

When it comes to backlinks and citations, more does not necessarily mean better. It's important to have links on high quality directories because it will help identify your website as authoritative on the web. When other websites mention your company, it [helps search engines qualify your information](#) and they will respond by ranking you higher than lower quality websites of competitors. Include your accurate business name, address, phone number and [other important details](#) across the web's most trusted directories. Make sure to avoid building any questionable backlinks or citations as they can do a lot of harm to your overall search rankings and may [force you to take a penalty](#) and redo all your efforts. This practice is difficult, even for the SEO expert – many even claim it's too difficult to attempt. For this reason, you should [consult your SEO professional](#) for advice on what steps to take to ensure your hard work isn't wasted effort.

Reviews:

Does your business rely on [reviews to inform customers](#) of your positive reputation in the community? If so, make sure you place links on your website to drive traffic to that important information, and Google will take notice and apply those reviews to your website when it appears in search results. Allow your customers to review you in several different ways if it is more convenient, as [traffic will come from many places](#). [Reviews are viewed by almost 80% of local searchers](#), so it's important that you keep this information accurate.



If you are overwhelmed by having to manage *so much information* about your business across so many different platforms online, or you just need help **freeing up time** from these highly recommended tasks, feel free to [contact us](#) at [Marketing Depot Inc.](#) and have our experts take the wheel. We'll drive your business straight to the top of search page results and optimize your website and social media presence to deliver truly amazing results.

If you'd like to see some of what we've already done for other satisfied clients, please view: [Our Case Studies](#)

When your marketing plan isn't providing the results you were expecting, consult our [paid search advertising](#) experts to save yourself lots of time and money. Wasted ad spend eats through your company's profits and provides untargeted and ineffective leads which can do more harm than good. We have years of experience saving our clients' money by optimizing their online advertising campaigns to provide the highest quality leads and generate sales.

If your business is still waiting to develop an online presence, we can also create a [custom website](#) for you. We will handle purchasing the domain name, hosting services, email accounts, and content creation for all web pages. Our development process keeps [search engine optimization](#) in mind, ensuring your company website's success when both search engines and your target audience visit your page for information. Mobile websites are available upon request.

We also create and [manage social media](#) profiles for businesses on all of the major platforms now being used by companies who want to connect with their customers, receive feedback, and offer promotions that are targeted to followers who already want to receive their company's updates. If you'd like to automate your company's success online, [contact us](#) for a free consultation today!

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