

# YOUR LOCAL SEO STRATEGY

## WHAT IS LOCAL SEO?

Local Search Engine Optimization (SEO) campaigns add value to your business by coming up with innovative and creative ideas that result in an increase of your Google ranking. Local SEO is the process of optimizing a website for target keywords so it ranks higher on local searches than other competitors near you.

Local SEO utilizes various techniques and tactics to improve your business's rank position when someone conducts a search. Did you know 64% of local customers use search engines and directories as their main way to find a local business? Also, 50% of searchers visit businesses within 24 hours of a local search.

## HOW WILL MY SITE BE OPTIMIZED FOR LOCAL SEO?

Our approach to local SEO is holistic. We view both Google best practices (aka spider food) which helps you rank and user experience with the same importance. There are various tasks that will be taken care of on your website (content, conversion rate optimization, technical SEO) and off-site tasks (GBP, citation building). Our goal is to blend both sides to get you better quality leads who are ready to convert through your website or Google Business Profile (GBP).

Throughout the process, there will be milestones that let you know the foundational optimization for certain keywords is on track to lead generation in 6-9 months with a healthy budget.

## 10 GOOGLE RANKING FACTORS

- Content
- Freshness
- Quality Backlinks
- Mobile First
- Page Speed
- Schema
- Brand Power & Signals
- Domain Power
- Site Security
- User Experience



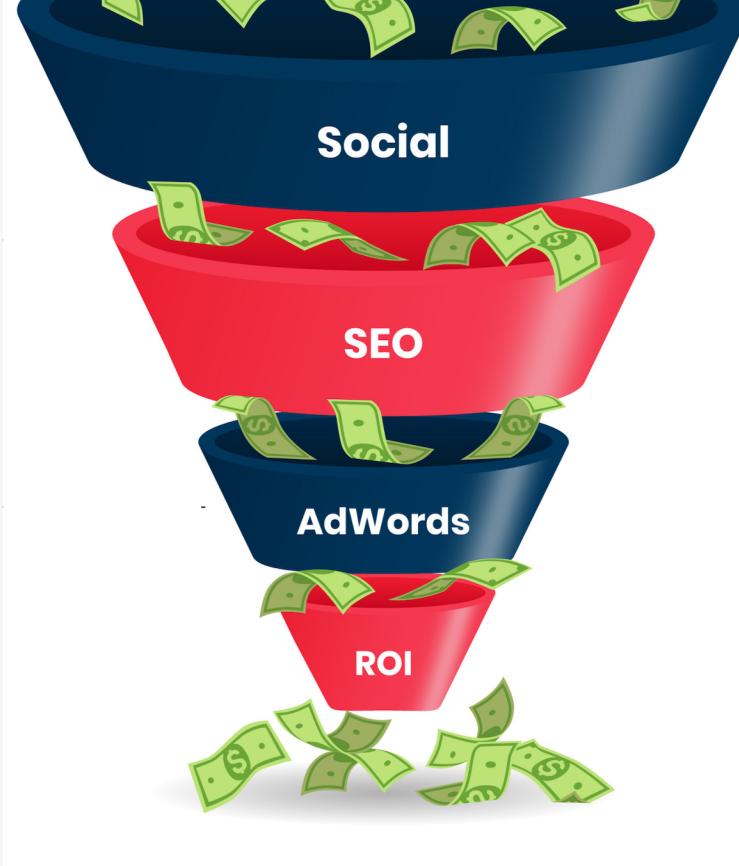
## WHAT DOES OUR STRATEGY COVER?

### Local Solutions

- Google Business Profile
- Directory Submissions
- Manual Citation Building
- Citation Management
- Google Posts
- Directory Submission

### Content Solutions

- Keyword Research
- Keyword Identification & Mapping
- Existing Copy Buildout & Optimization
- Location Pages
- Service Pages
- Product Optimization
- Blog Posts
- Unique Calendars Monthly



### CRO Solutions

- A/B testing
- Onsite Evaluation & Improvement to Increase Site Conversions
- Behavior Flow Analysis
- Site Speed Testing
- Competitor Analysis

### Onpage Solutions

- URL Structure
- Schema
- Titles & Metadata
- Alt Tags, etc.
- Google Search Console
- Google Analytics Goal Setup
- Link Profile Research
- Internal Linking

## EXPECTATIONS TIMELINE FOR RESULTS

1-3 Months

3-4 Months

6-9 Months



### Keyword Rankings

Your initial increase will likely be around GBP rankings & local rankings. It's important to note rankings shift daily so you'll want to view these shifts in a full 30-day cycle for progress.

### Traffic & Engagement

You will start to see more quality traffic to the website & higher non-branded visibility to your GBP profile. The better engagement numbers indicate we're attracting the right prospects.

### Lead Generation

Once you establish authority through consistent efforts month-over-month, we expect to see a 20-40% growth in your organic leads YOY in 6-9 months depending on where your baseline started.