

## Local Search Marketing



### What Is Local Search Marketing & Why Do I Need It?

Bulky and cumbersome Yellow Page books are a thing of the past. Today's consumers are seeking out local businesses online with the help of search engines like Google, local directories like Yelp, and even mobile devices. If your business depends on drawing consumers from your geographical area, then you need local search marketing.

Consider that out of the 10 billion plus unique searches that are performed each month in the U.S., 40% of those queries have some kind of local intent. Therefore, it is becoming increasingly important to make sure that your local business has prime visibility where people are searching.



## **What We Can Do for You**

SearchRank will develop a custom local marketing strategy based on your goals and needs. Utilizing a combination of on-page and off-page techniques, our local search marketing efforts will improve your online visibility and drive local qualified traffic to your site.

While each project is custom designed, below are local search marketing services that we currently offer.

### **On-Page Local Search Optimization**

Geo-related data (NAP and Schema) is included in all relevant areas of web site which may include contact pages, site footers, title tags and body copy itself.

### **Local Search Engine Inclusion**

Ensure that business listings in Local Search Engines such as Google Business Profile, Bing Places for Business, Yelp, Foursquare, CitySearch.com, eLocal, HotFrog, Infogroup, Localeze, Nokia, SuperPages.com, YellowPages.com, and many others are correct and fully optimized for optimal local search visibility.

We pay special attention to Google Business Profile (GBP) pages as they have become much more prominent for local searches over the last few years and offer a wide array of opportunities for optimization and promotion.

### **Ongoing Campaign Management**

Ongoing monitoring of local search listings to ensure they are experiencing optimal performance. Additionally, we will update listings as necessary to reflect any changes (i.e., address changes, addition of content, etc.).



## **NEED A QUOTE ON LOCAL SEARCH MARKETING?**

Are you interested in discussing local search marketing options for your site or have additional questions not answered here?

Call us today at 602-715-2100 for a free, no obligation analysis of your project. Or visit <https://www.searchrank.com> for more info.

### **About SearchRank**

Founded in 1997, SearchRank is an original search and social media marketing company that is based in Phoenix, Arizona. We provide strategic search engine and social media marketing services for Fortune 500 companies, international businesses, small businesses and entrepreneurs from just about every type of industry.

SearchRank's primary goal is to build long-lasting business relationships by providing a superior service over our competitors. We will work diligently to obtain top visibility and increase return on investment for your business without resorting to unethical marketing techniques that some SEOs and SEMs use today. The end result - you will enjoy a long-term improvement in web site visibility, increased brand awareness, continuous flow of new sales leads and more revenues.