



LOCAL SEO

THE DEFINITIVE GUIDE

Local SEO

The Definitive Guide

If you want to get a consistent flow of new customers to your business then mastering Local SEO is crucial to your success. The fact is that the businesses that appear at the top of the Google listings are the ones that are attracting the lion's share of the traffic.

You may have spotted some of your competitors up there.

But have you ever stopped to consider what a top position in Google, or other search engines would mean for your business?

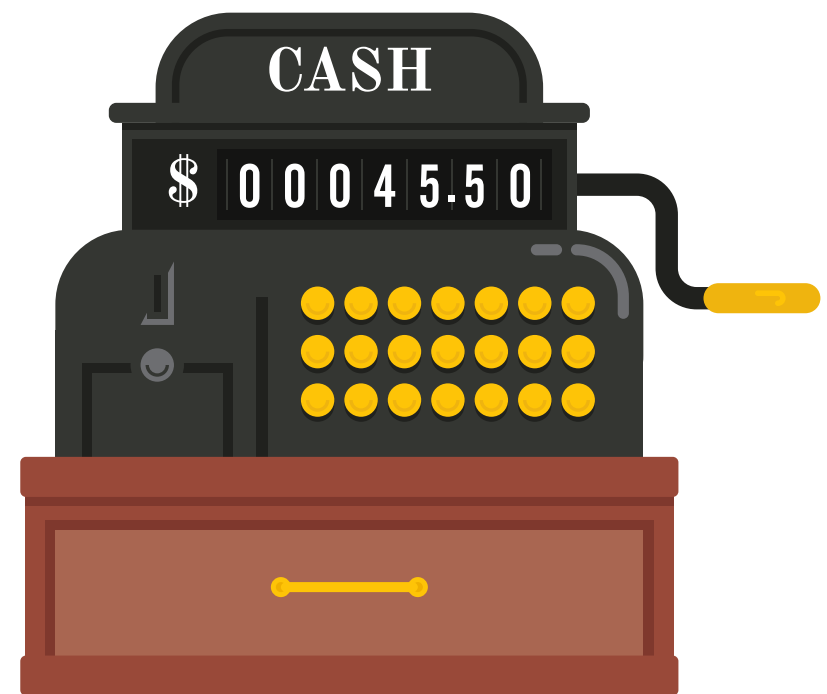
Online Marketing for Small Businesses

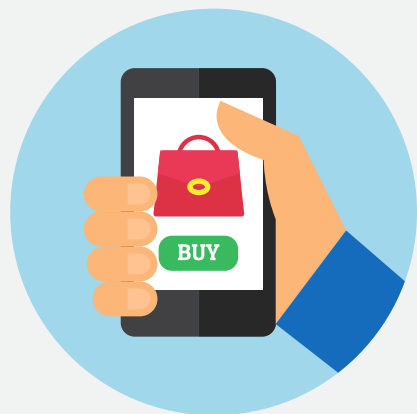
THE RULES HAVE CHANGED

People often think that to get a high ranking takes years of hard work, and a huge advertising budget.

Whilst perseverance and advertising know-how are clearly important, they are not the only way to get to the top in the Internet world.

The unfortunate truth is that there are thousands of well-established local businesses, offering brilliant products or services that are just getting left behind by younger, leaner, smarter Internet-savvy startups.





Why?

The reason they are getting left behind is not because they are not great companies – they may well be great companies. They are getting left behind because the rules have changed, but either they haven't been informed, or they just do not understand them.

But when you take a peek behind the curtains you will discover that the rules are quite straightforward and they apply to everyone. You just need to approach it methodically and logically and you will be astonished at what you can achieve.

The Definitive List of THE BEST LOCAL SEO RESOURCES ON THE WEB

Our Definitive Guide to Local SEO is a handpicked selection of the best advice for local businesses and it will take you from the basics, through citations and link building to mobile and video strategies - it's all you need to get a top ranking and loads of traffic to your local business.



Chapter 1

Local SEO - The Basics



Chapter 6

Customer Reviews Are
VITAL - Here's How to Get Them



Chapter 2

Name, Address & Phone (NAP) Citations -
The Building Blocks for Local SEO Success



Chapter 7

How to Use the Power of Video to
Get More Local Customers



Chapter 3

Link Building - A Vital Part of SEO that
You Can Easily Master



Chapter 8

How to Use Mobile to Get a HUUUUUUUGE
Advantage Over Your Competitors!



Chapter 4

Google My Business - You Must Set
This Up Correctly



Chapter 9

How to Use Google+ for Local
SEO Success



Chapter 5

How To Create a Blog that Will Drive Local
Customers to Your Business



Chapter 10

Tools of the Trade



CHAPTER 1

LOCAL SEO - THE BASICS

If you run a local business and you want to harness the power of online marketing but you are unsure where to start, then this great set of resources is perfect for you. You'll discover the EXACT steps you need to do to attract local customers to your business.

- [Quick Start Guide for Local SEO](#)
- [Keyword Research](#)
- [Local SEO Guide for Higher Location-Specific Rankings](#)
- [Great Local SEO Checklist to Keep You Focused](#)
- [Timeless \(and EASY\) Tips for Local SEO Success!](#)
- [Simple Tips to Make your Website AWESOME](#)
- [How Your Web Hosting Affects Your Search Engine Ranking](#)



CHAPTER 2

NAME, ADDRESS & PHONE (NAP) CITATIONS - THE BUILDING BLOCKS FOR LOCAL SEO SUCCESS

Most small businesses think that Local SEO is complex, time consuming and expensive. But the truth is that the websites that have focused on doing the basics well are the ones who get the lion's share of the traffic. NAP Citations are one of the foundations for your local SEO success and the good news is that anyone can do this!

- [What are Citations & Why they are Important for Local SEO Success](#)
- [10 Guidelines for Putting NAP Info on your Website](#)
- [Top NAP Citation Sites for US, UK, Canada & Australia](#)
- [Over 1000 Niche Citation Sites in 41 Business Categories](#)



CHAPTER 3

LINK BUILDING - A VITAL PART OF SEO THAT YOU CAN EASILY MASTER

Despite all of the recent Google updates having other websites link to you is still the surest way to stay ahead of the pack. Despite all of the mystery surrounding link building there are some sure fire ways to master it and the good news is you don't need a ton of backlinks for local SEO success.

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- [11 Ways Local Businesses Can Get Links](#)
 - [35 Link Opportunities That Any Business Can Get Quickly & Easily](#)
 - [10 Link Building Ideas for Local Businesses](#)
 - [17 Creative \(and EASY\) Linkbuilding Techniques](#)
 - [Guide to Local Link Building Campaigns](#)



CHAPTER 4

GOOGLE MY BUSINESS - YOU MUST SET THIS UP CORRECTLY - HERE'S HOW...

If you want to appear in the local listings at the top of the rankings then you need to set up & optimize your Google My Business profile. This is Google's unified tool for businesses both large and small. It is absolutely VITAL that you configure and manage your profile correctly. Here's how...

- [Getting Started - The Google My Business Help Centre](#)
- [Google My Business - A Visual Tour](#)
- [The Small Business Guide to Google My Business](#)



CHAPTER 5

HOW TO CREATE A BLOG THAT WILL DRIVE LOCAL CUSTOMERS TO YOUR BUSINESS

Most local businesses will not have a blog and those that do will not be making the most of it. This means a huge opportunity for those businesses that set up and run a blog aimed squarely at serving their local community. And this is how you do it...

- [50 Blogging Benefits that Will Change Your Business Forever](#)
- [Can Blogging Be Your Secret Weapon For Local SEO?](#)
- [Your First 30 Blog Post Ideas \(Seasoning Your Blog\)](#)
- [8 Tips to Tailor Your Blog Content for Local Search](#)
- [Not Sure What to Write About? Here are 7 Local Business Blogging Tips](#)
- [Blogging for Boring Businesses](#)
- [22 Blogging Tips for Local Businesses](#)



CHAPTER 6

CUSTOMER REVIEWS ARE VITAL - HERE'S HOW TO GET THEM

Ever noticed that the local websites at the top of the Google rankings at the top of Google seem to have one thing in common? Yup, they've got customer reviews. Customer reviews are a vital component of local SEO. Here's why and here's how you can get them.

- [Why Local Businesses Need Reviews and 12 Ways to Get Them](#)
- [Google Review Handout](#)
- [7 Creative Ways to Get Customer Testimonials](#)
- [Reviews For Local SEO](#)



CHAPTER 7

HOW TO USE THE POWER OF VIDEO TO GET MORE LOCAL CUSTOMERS (LEVEL: EASY)

Like blogging, video is hugely underused by most local businesses. However, it is not as difficult as it appears and those local businesses who are prepared to use video will gain a massive advantage over their less savvy competitors.

- [Why online video is the future of content marketing](#)
- [Guide to Video SEO](#)
- [10 Tips For Using YouTube To Kill At Local SEO](#)
- [5 Types of Videos You can Create](#)
- [Video on a budget - video on iPhone](#)
- [3 Point lighting video for digital and Video Lighting](#)
- [Camera Shy? Overcome Your Fear of Being On Camera](#)



CHAPTER 8

HOW TO USE MOBILE TO GET A HUUUUUUUGE ADVANTAGE OVER YOUR COMPETITORS!

Mobile is changing the rules of the SEO game - fast. However, despite Google's announcement that it will favour mobile friendly websites in its search results, most local business do not have mobile friendly websites. That means a huge opportunity awaits those local businesses (like yours!) who are ready to take advantage. Here's what you need to know...

- [Google's Announcement on Mobile Friendly Search Results](#)
- [Is your website mobile friendly? Take the Mobile Friendly Test](#)
- [Mobile Strategy for Small Businesses](#)
- [Building Your Mobile Friendly Site](#)
- [22 Reasons Your Business Needs A Responsive Website Design](#)



CHAPTER 9

HOW TO USE GOOGLE+ FOR LOCAL SEO SUCCESS

Google+ is Google's social media offering and it punches its weight in Local SEO terms. Your time is valuable so here's how to get the most out of this powerful tool for your business.

- [Did Google Just make you an SEO?](#)
- [Google+ and its SEO Benefits](#)
- [Using Google Plus: A Guide for Local Businesses](#)
- [How to Boost your Local SEO Rankings with Google Plus](#)
- [11 Ways to Get More Followers for Your Google+ Business Page](#)
- [How to Get at Least 500 More Google+ Followers by Next Week](#)
- [What is Google Plus? A Complete User Guide. \(Videos and Blog\)](#)



CHAPTER 10

TOOLS OF THE TRADE

Tools can make your online marketing efforts so much easier. Here is a pick of the best recommended tools available.

- [Best SEO Tools](#)
- [Local Citations / Link Building Tools](#)
- [Blogging/WordPress](#)
- [Customer Reviews](#)
- [Video SEO](#)
- [Mobile SEO](#)