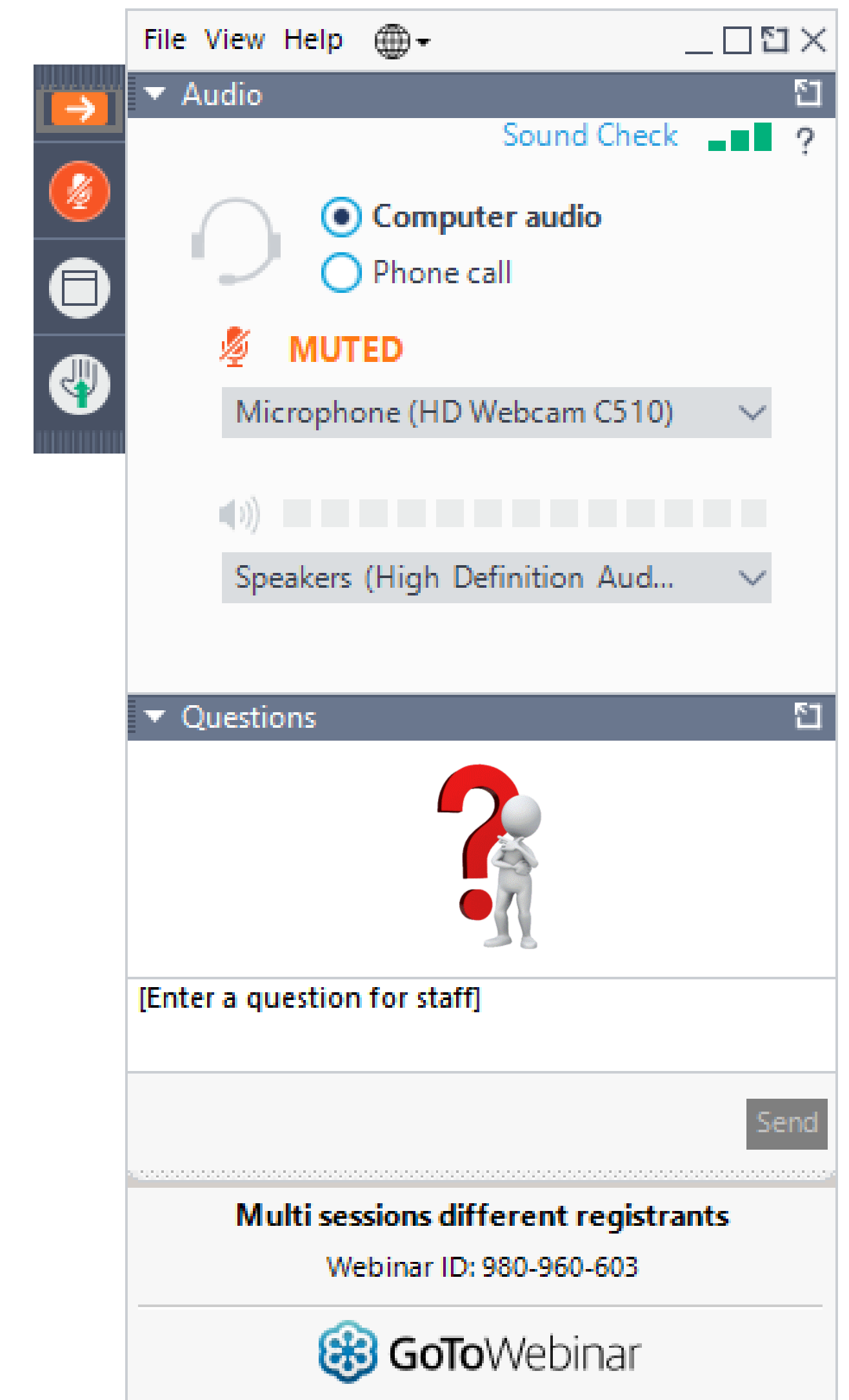




HOW TO MAKE IT EASIER FOR YOUR LOCAL CUSTOMERS TO FIND YOU ONLINE

A Few House Keeping Items:

- All lines are muted
- Submit your questions via dashboard
- Q&A session at the end
- Webinar is being recorded
- Webinar recording will be sent out
- If you experience a drop in audio, try calling in or switching to the phone audio option and back to your computer again





WSI AT A GLANCE

For over 25 years, WSI has been providing digital marketing services and comprehensive marketing strategies to businesses of all sizes and across various industries. We are the largest network of digital marketing agencies around the world.

We are a full-service digital marketing agency that helps elevate your online brand, generate more leads and sales, and improve your overall marketing ROI.

TODAY'S PRESENTER



Alison Lindemann

WSI Digital Marketing Consultant

Alison joined the WSI global network in 2004. Consistently a WSI Top 25 revenue earner and a WSI Top Gun, Alison's digital agency is located in the Los Angeles area. Alison has decades of experience working with businesses on their traditional and digital marketing strategies and providing strategic direction, competitor analysis, and SEO solutions. She is also the author of the chapter on Lead Nurturing in WSI's 3rd *Digital Minds* book.

On the Agenda

1. Define Local Search and Benefits

2. Review 4 Main Types of Search Results

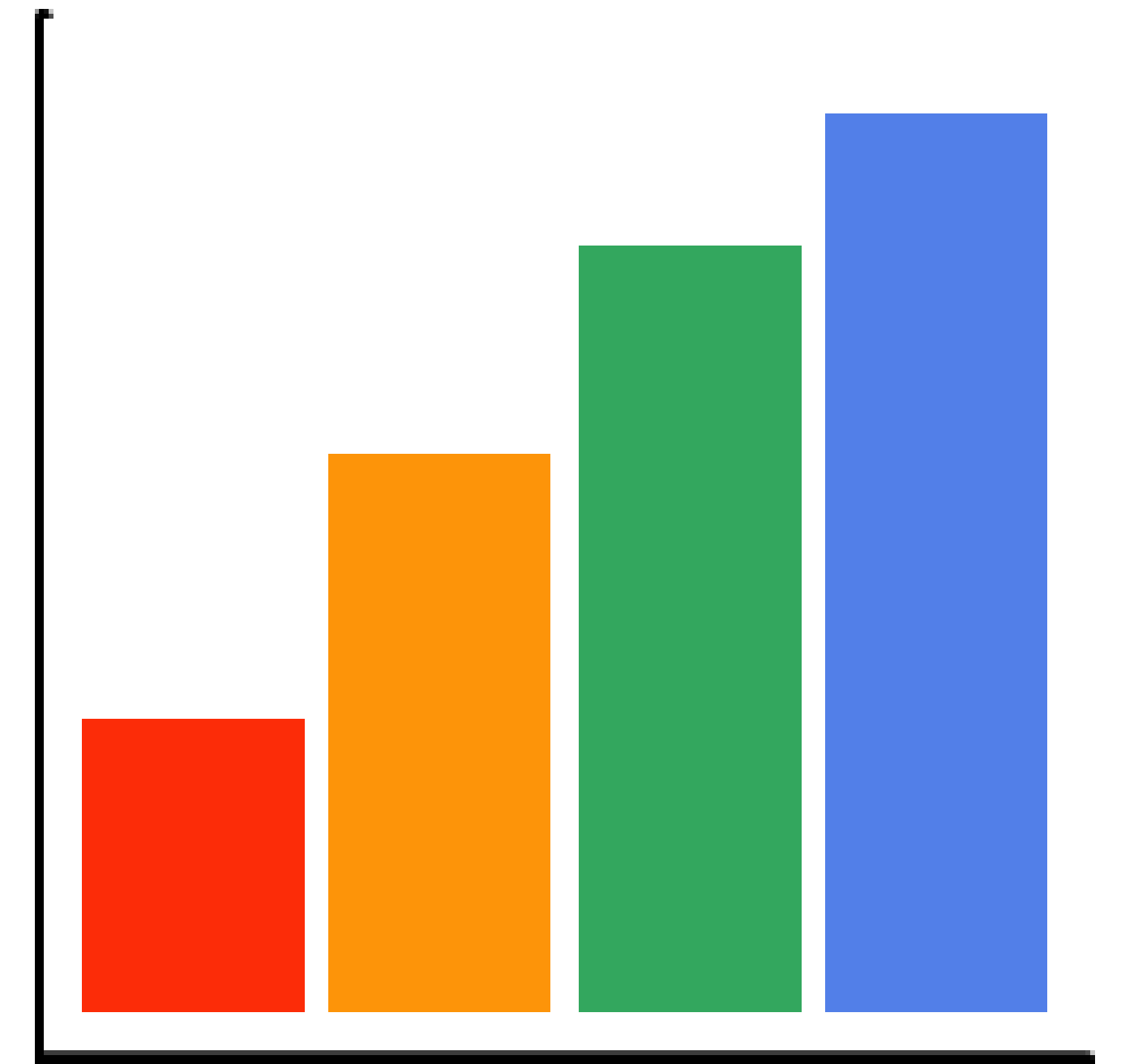
3. 7 Action Items You Can Implement In Your Business

4. Q&A

Let's Take a Quick Poll:

How would you describe your level of visibility to your local market online?

- I have a website, but no one finds me online
- I have some engagement online, but I need more
- Local Search is currently a significant driver of my business



What is Local Search?

Local Search means being found when someone is looking for a product, service or business category in the local market you serve.



Why Should You Care About Local Search?

- **46%** of all Google searches are seeking local information!
(Source: GoGulf)
- Half of all local searches result in an in-store visit **within 1 day.**
(Source: WebFX)
- “Near Me” type searches grew by more than **900%** over the past two years! *(Source: Chat Meter)*

FACT

4 Main Types of Search Results

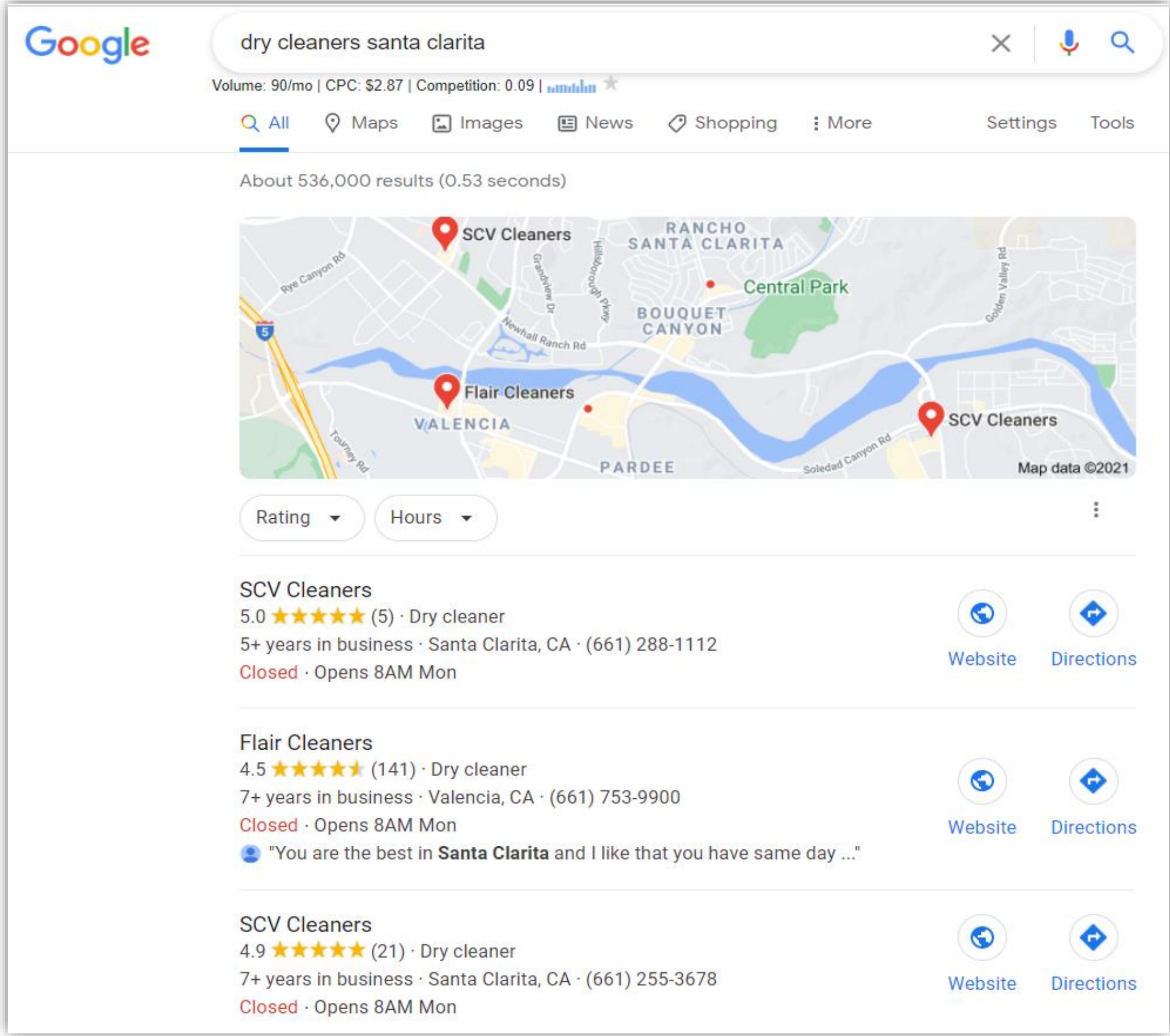
Local Search Results Page Breakdown

Google search results for "plumbers near me".

Search results include:

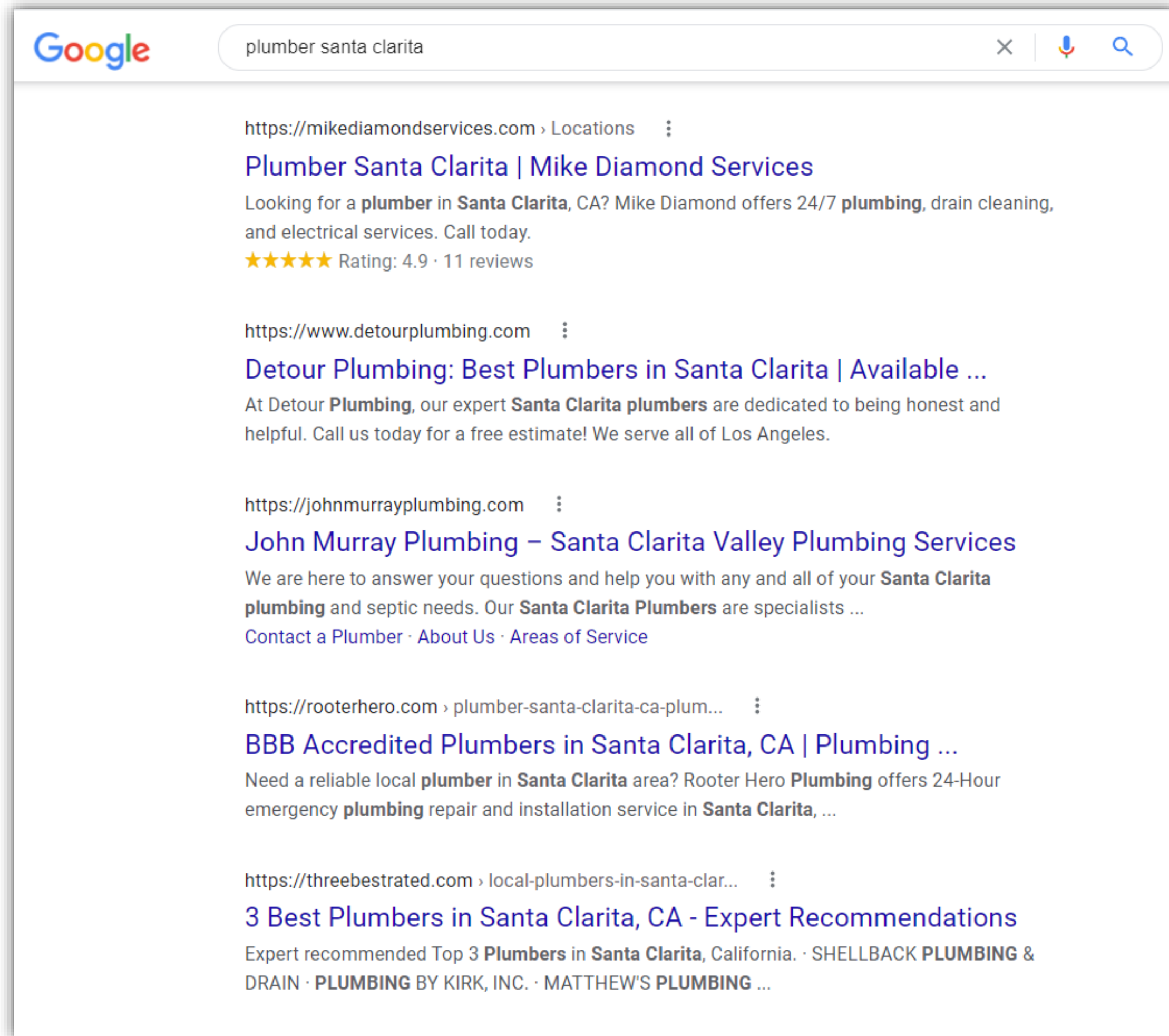
- 40+ plumbers nearby (Sponsored)
- Dutton Plumbing (4.7 stars, Google Guaranteed, Open 24/7)
- Roto-Rooter Plumbing &... (4.8 stars, Google Guaranteed, Open 24/7)
- Detour Plumbing (4.8 stars, Google Guaranteed, Open 24/7)
- Ad: 24/7, Same Day Plumber - \$88 Drain Cleaning Special
- Map showing local plumbers: Plumbing By Kirk Inc., Heys Plumbing, Matthew's Plumbing
- Organic listings:
 - Plumbing By Kirk Inc. (4.8 stars, 16 reviews, 15+ years in business, Open 24 hours)
 - Matthew's Plumbing (5.0 stars, 6 reviews, 10+ years in business, Closed)
 - Heys Plumbing (4.0 stars, 18 reviews, 7+ years in business, Closed)
- People also ask:
 - What is the average hourly charge for a plumber?
 - Is Roto Rooter a ripoff?
 - Who is the best plumber?
 - Do plumbers work with pipes?

#1. Google My Business (GMB) Maps



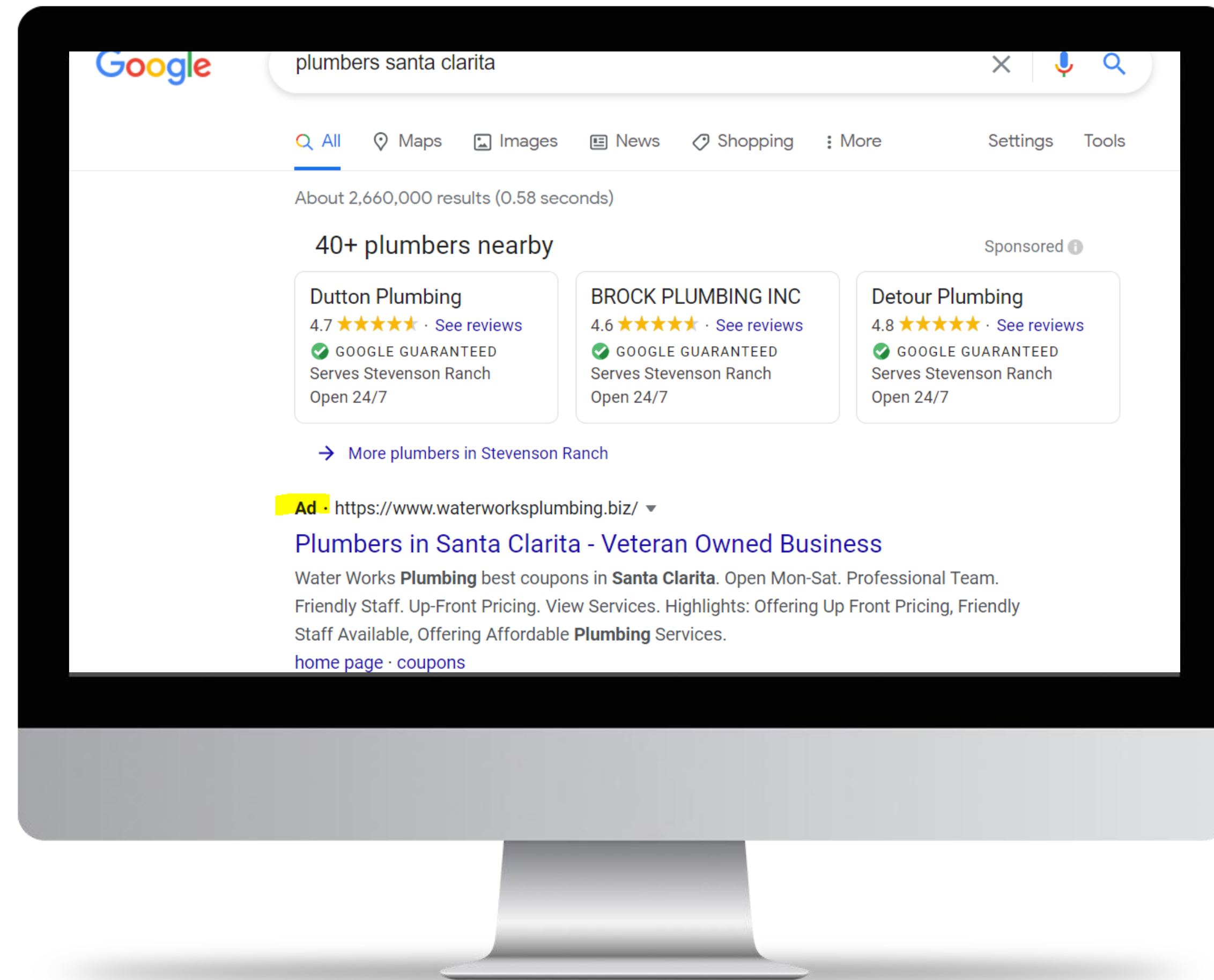
- Free business profile on Google
- 90% of consumers use GMB to find a local biz
- SHOCKING! Over 50% of local businesses have NOT claimed their listings!

#2. Local Search Engine Optimization (SEO)



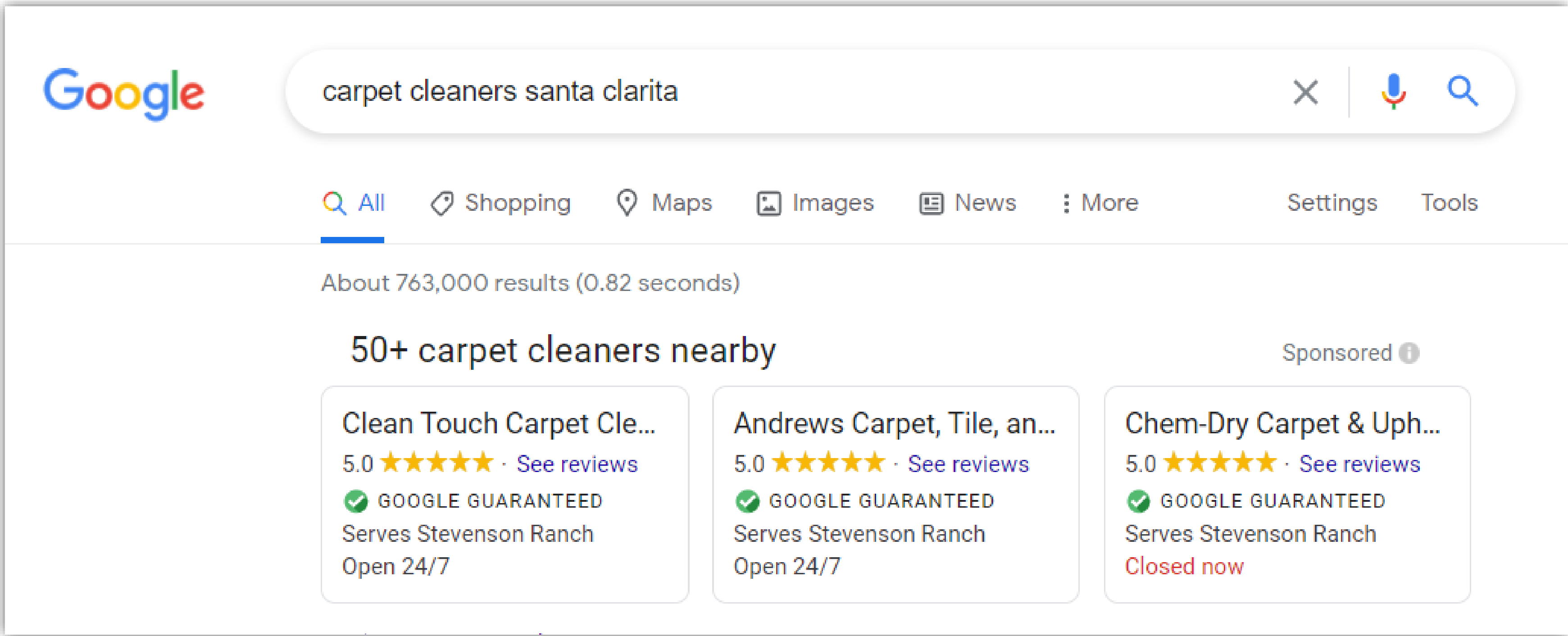
- Google’s goal is to list the most relevant results
- Local SEO is the process of optimizing your online presence based on a set of ranking factors
- They look at many factors, but the big ones are:
 - **Proximity:** how close is the business to the person searching
 - **Relevance:** how relevant are your products/services to the search phrase or sentence
 - **Prominence:** how well-known is the business and how much strength does the domain have

#3. Paid Search Results



- Search results with “Ad” in front of them are Google paid ads
- The advertiser is paying a fee each time someone clicks on that search result
- There can be national companies competing with local businesses
- Don’t take on paid ads yourself

#4. Google Guaranteed Listings



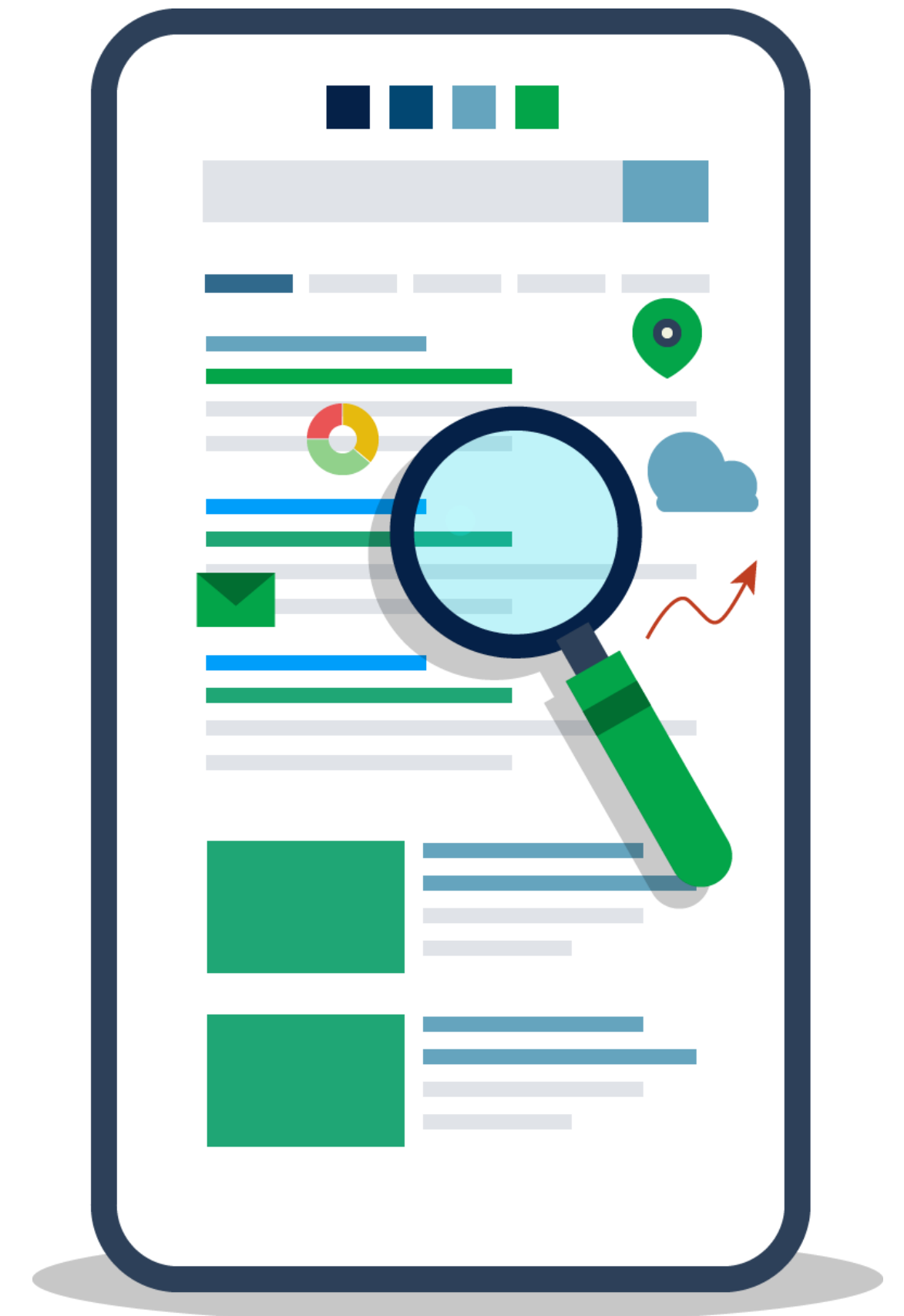
Businesses that earn a “Google Guaranteed” badge are listed (rotated) at the very top of the page for local searches.

7 Actions to Increase Your Online Visibility

ACTION #1:

Make Sure You Have a Mobile-friendly Website

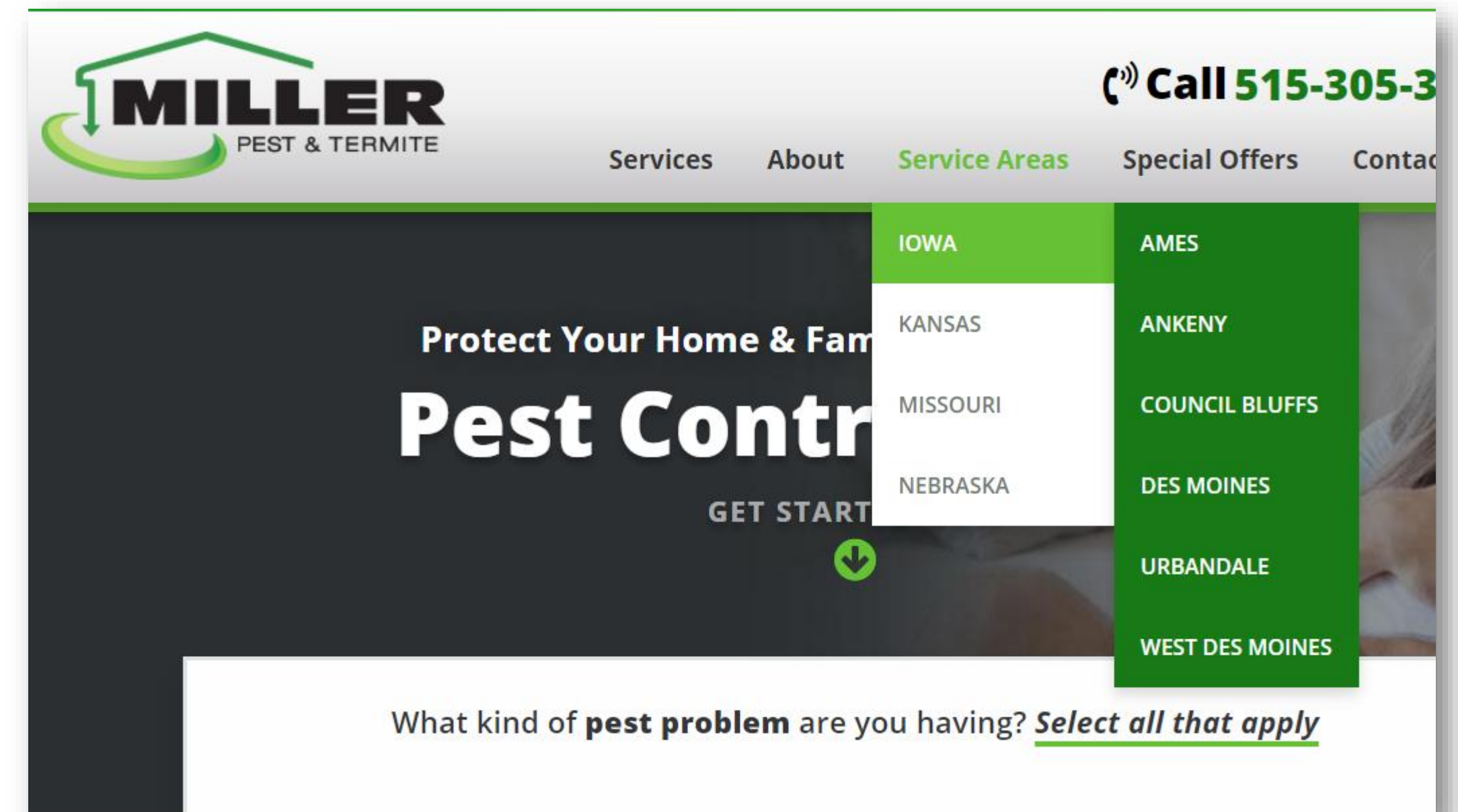
- Mobile websites are responsive and can adapt to any screen size
- Most local searches are done from a phone
- Run your site through Google's mobile test: <https://search.google.com/test/mobile-friendly>
- Talk to your web developer if your website does not pass



ACTION #2

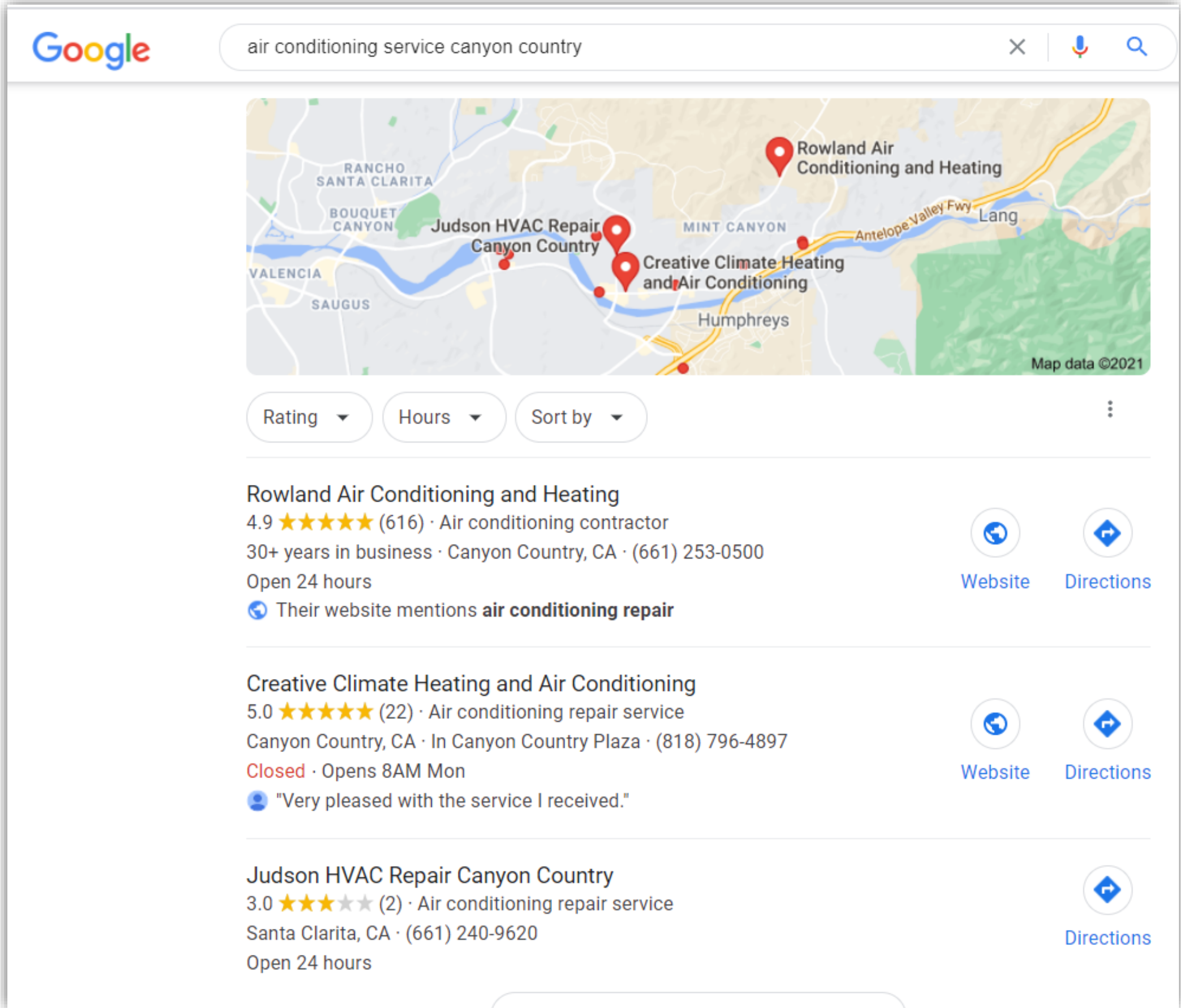
Make Sure Your Business Address is on Your Website

- Local search is very tied to your address
- If you're a single location, add your address to your website footer and contact page
- If you have multiple locations, create a "locations" page that lists the address of each location
- Create a unique page for each address/location
- Add Schema Markup to your site
 - Advanced technique that makes it easier for Google to display your info.



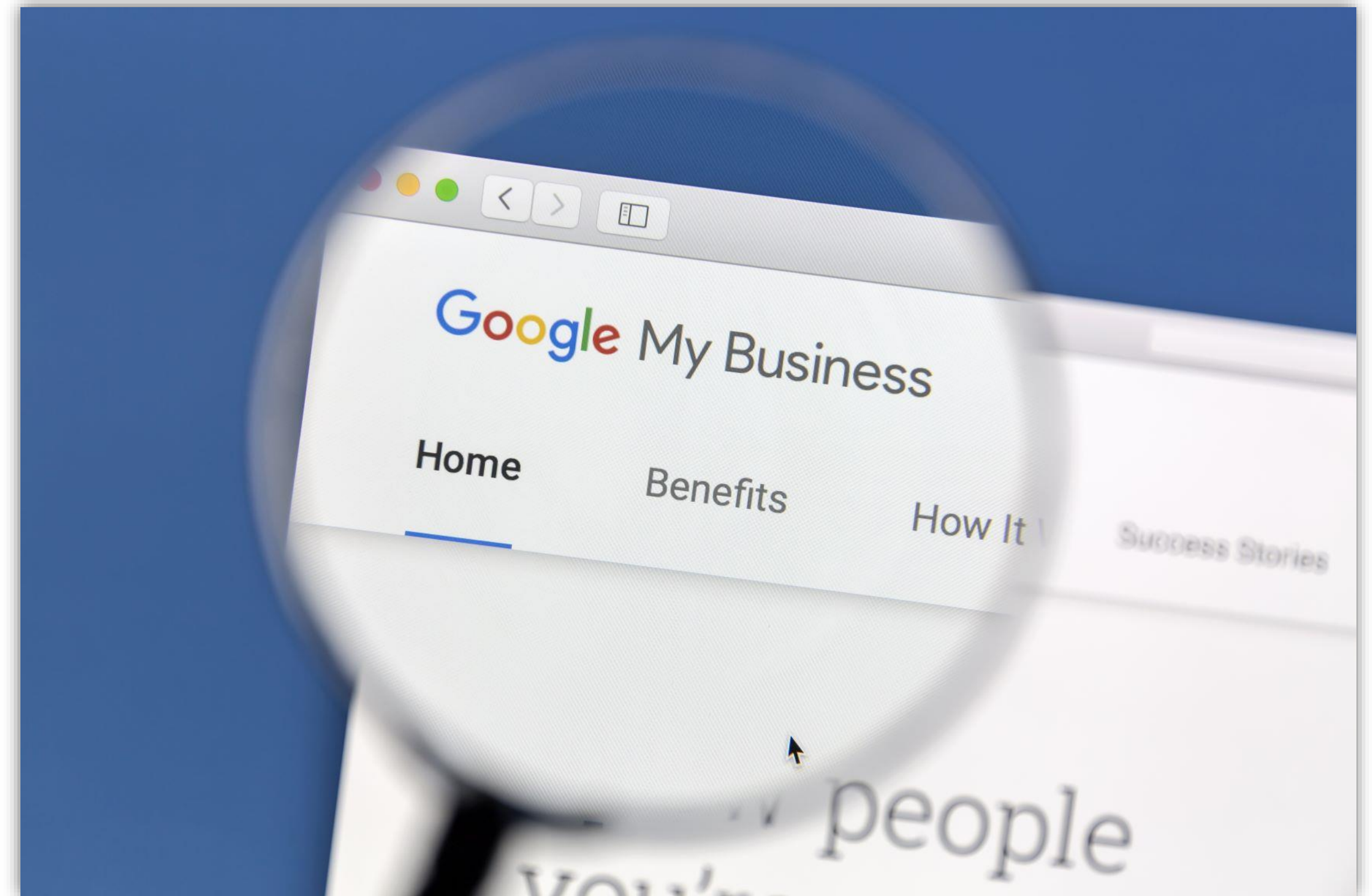
ACTION #3: Create a Google My Business (GMB) Listing

- One of the most important things you can do to help your business get found locally
- Let's talk TIPS!



GMB – Steps to Complete Your Profile

1. Claim or create your profile
2. Add/update all business info
3. Upload photos and videos
4. Respond to a customer reviews
5. Enable additional features if desired
6. Create Google posts on your profile



Create or Claim Your Listing

Search Your Name

The screenshot shows a Google search for "next gen air and heat". The search bar at the top contains the text "next gen air and heat" and has a search icon to its right. Below the search bar, there are navigation tabs for "All", "News", "Shopping", "Maps", "Images", "More", "Settings", and "Tools". The search results show "About 62,300,000 results (0.92 seconds)".

The first result is a suggestion: "Did you mean: **nexgen** air and heat". Below this is a link to "https://nexgenairandheat.com" with a three-dot menu icon. The title is "Nexgen: Southern California Air Conditioning Heating and ...". The description says "Nexgen provides the best **AC and heater** installs and repairs, thermostat installs, insulation, and plumbing ... Xperience the **Next Generation of Home Comfort**." It also includes links for "Contact Us", "Company", "Anaheim Air Conditioning...", and "Ismael Valdez".

The second result is a link to "https://nexgenairandheat.com > contact-us" with a three-dot menu icon. The title is "Contact Us | Southern California | NexGen HVAC & Plumbing". The description says "\$88 X Protect Complete System Tune Up. As the **next generation of home comfort**, Nexgen is always after the next big thing to revolutionize the HVAC industry."

The third result is a link to "https://www.yelp.com > biz > nextgen-heating-and-air-l..." with a three-dot menu icon. The title is "NEXTGEN HEATING AND AIR - 160 Photos & 50 Reviews ...". The description says "50 reviews of **NextGen Heating And Air** 'Nextgen definitely took my experience to the next level. Awesome technicians. **AC** broke down last week right when is ...". It also shows a rating of "★★★★★ Rating: 5 · 50 reviews".

Below the search results is a "Videos" section with a three-dot menu icon. The first video is titled "Get a Complete AC Replacement with NexGen Air and Heat ..." and is from YouTube, uploaded by "Nexgen Air Conditioning Heating and Plumbing" on "Mar 11, 2020". The video has a duration of "0:31" and a "PREVIEW" button.

On the right side of the search results is a business listing for "NexGen HVAC & Plumbing". The listing includes a logo, a "Website" button, a "Directions" button, a "Save" button, and a "Call" button. It shows a rating of "4.8 ★★★★★ 912 Google reviews" and identifies the business as an "HVAC contractor in Anaheim, California". The address is "700 N Valley St unit k, Anaheim, CA 9280". The hours are "Closed · Opens 7AM Mon". The appointment link is "nexgenairandheat.com". There is a link to "Suggest an edit" and a highlighted link "Own this business?". There is also a link to "Know this place? Share the latest info" and a "Send to your phone" button. A large red arrow points to the "Own this business?" link.

Google Gives You Ownership Hint

This Business Profile has already been claimed

This Business Profile has already been verified by **ro...@gmail.com**. If you own this email address, follow the [Account Recovery help guide](#).

If you still want to add this Business Profile to your account, you can request access from the current owner. [Learn more](#).

If you would like to update this Business Profile's information on Google, you can also [report a problem](#), which will be reviewed more quickly.

[Request Access](#)



✓ Verifying Ownership

- Google will verify that you have a right to manage the profile
- Verify via text, phone call or post card
- Make sure someone is watching out for the postcard!

Adding Your Business Info

1. Business Name
The way you title your business matters. Give it some thought.

2. Address
Naming conventions important

3. Business Description
Use important phrases and your location

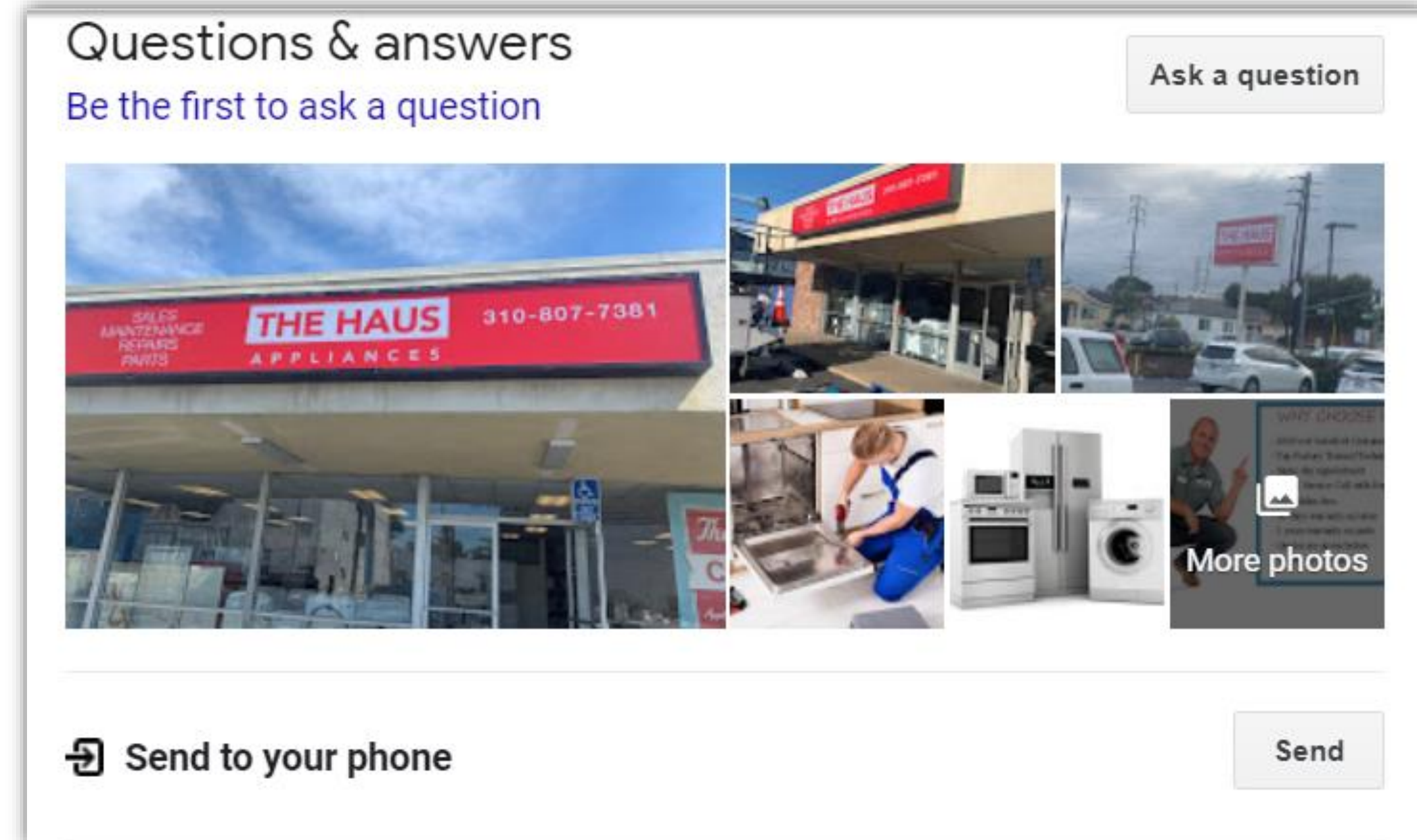
4. Business Categories
Select 1 primary and 10 secondary

5. Completeness
This matters – if in doubt, fill it out!

100

Add Photos and Videos

- Enhance the trust of your business
- Showcases your products, services and storefront
- Get creative – use videos for customer testimonials or take them on a tour
- Studies show more photos get more phone calls, request for directions and clicks to your website



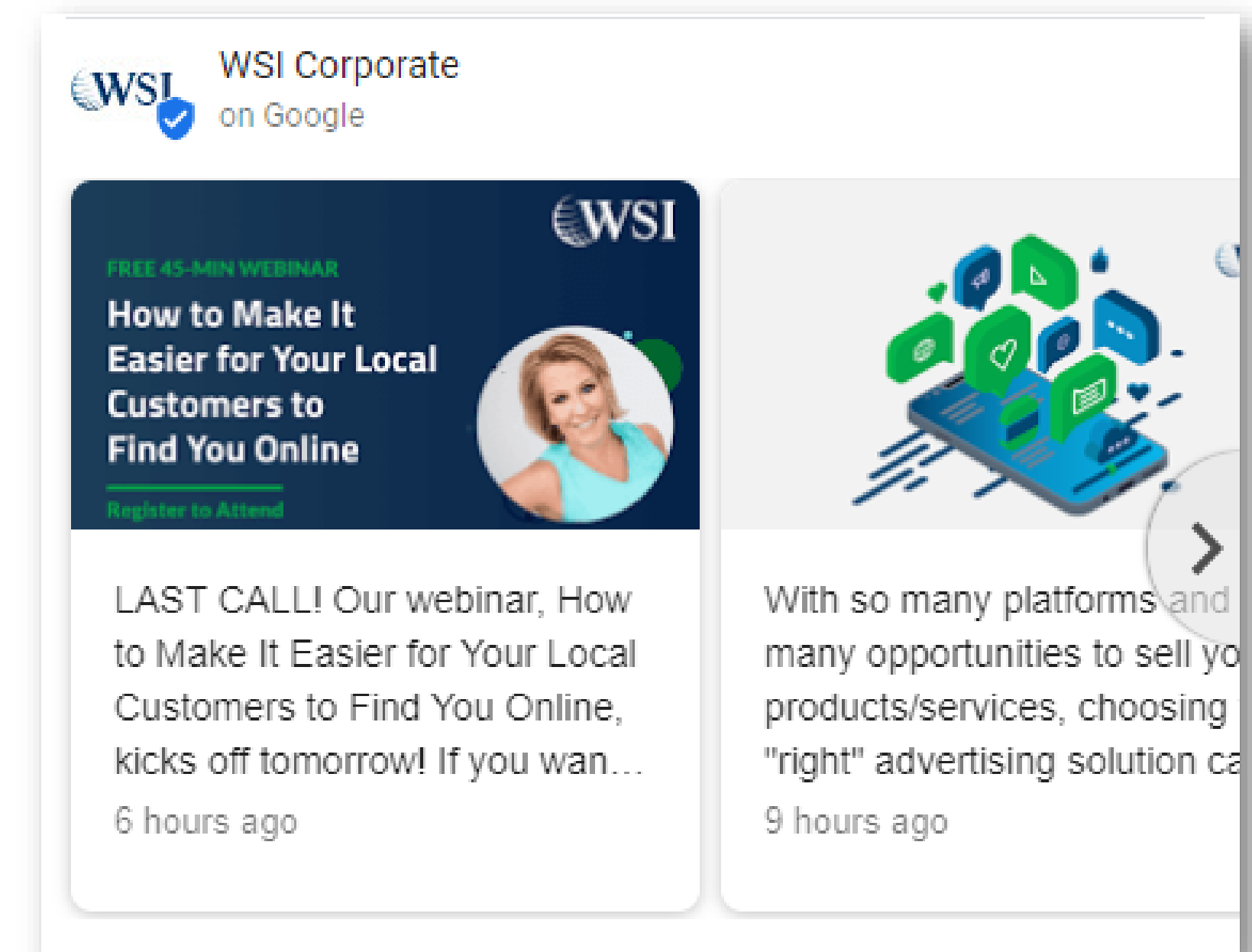
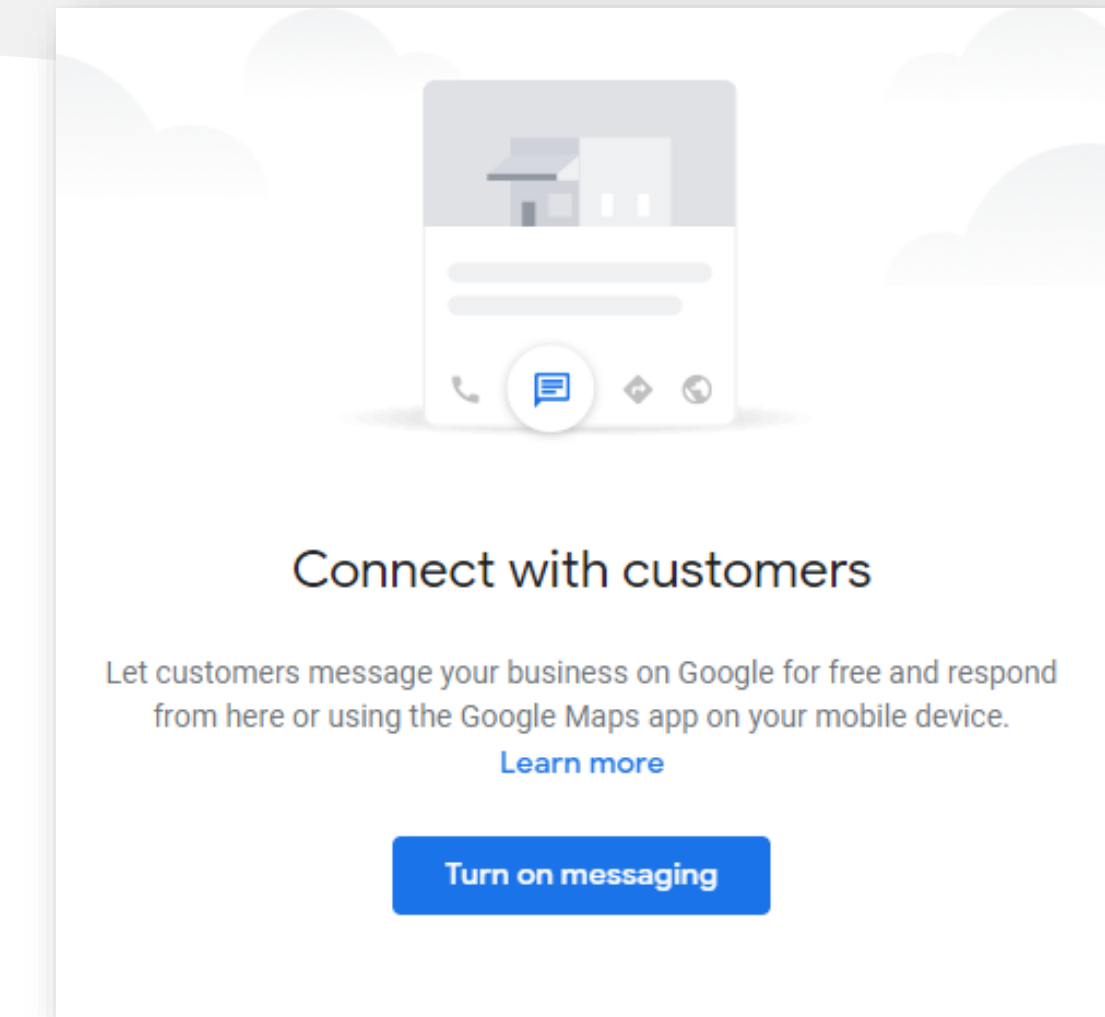
Manage Customer Reviews

- As business owners, we know the advantages and disadvantages associated with reviews
- 76% of customers trust reviews as much as personal recommendations
- A BrightLocal survey found that 97% of searchers who read reviews also looked at the business' response
- Bottom line - GMB reviews impact rankings



Extra GMB Features

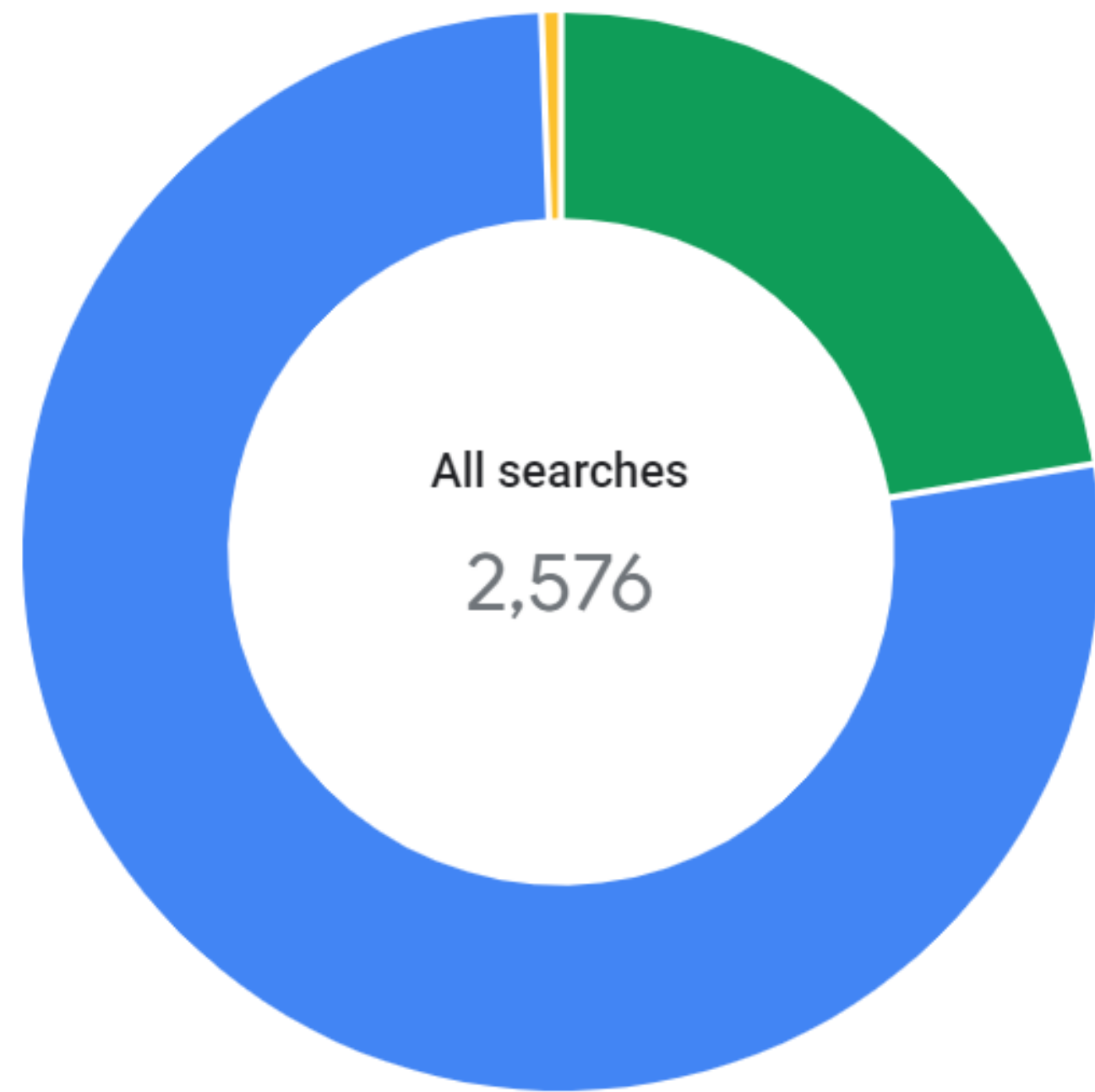
- Chat with customers by enabling the messaging feature within your account
- GMB has a social component – create a new post every week or so
 - Post types include offers, events and product info



GMB Insights & Reporting

How customers search for your business

1 month



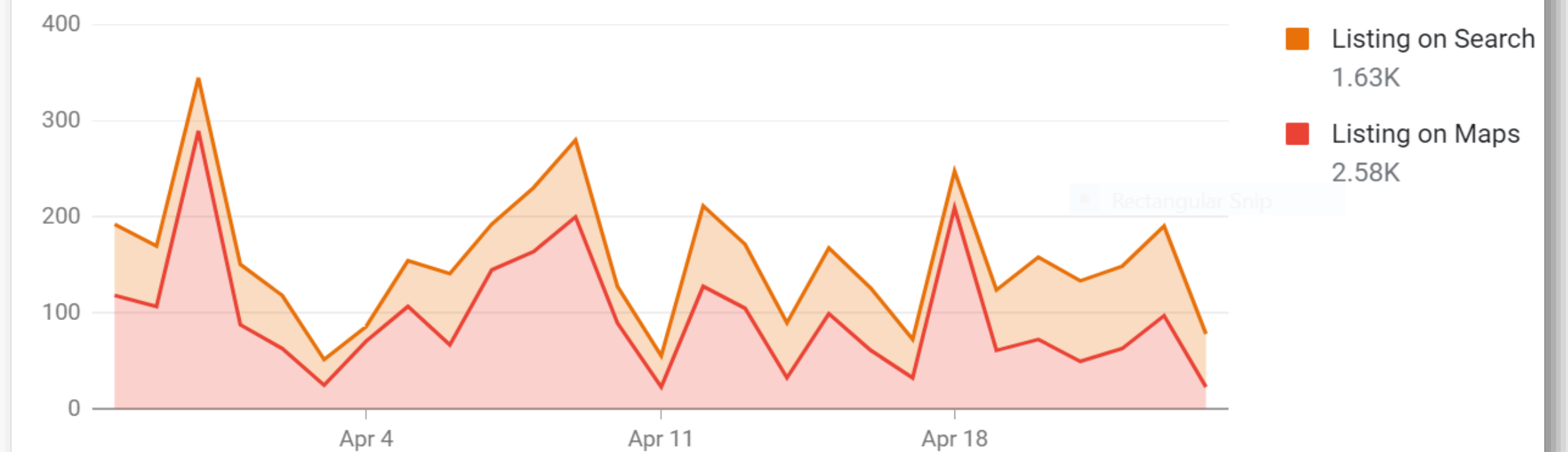
- Direct**
People who search for your business directly
- Discovery**
People who search for a category or brand
- Branded**
Customers who search for your brand name

Where customers view your business on Google

The Google services that customers use to find your business

1 month

Total views 4.21K

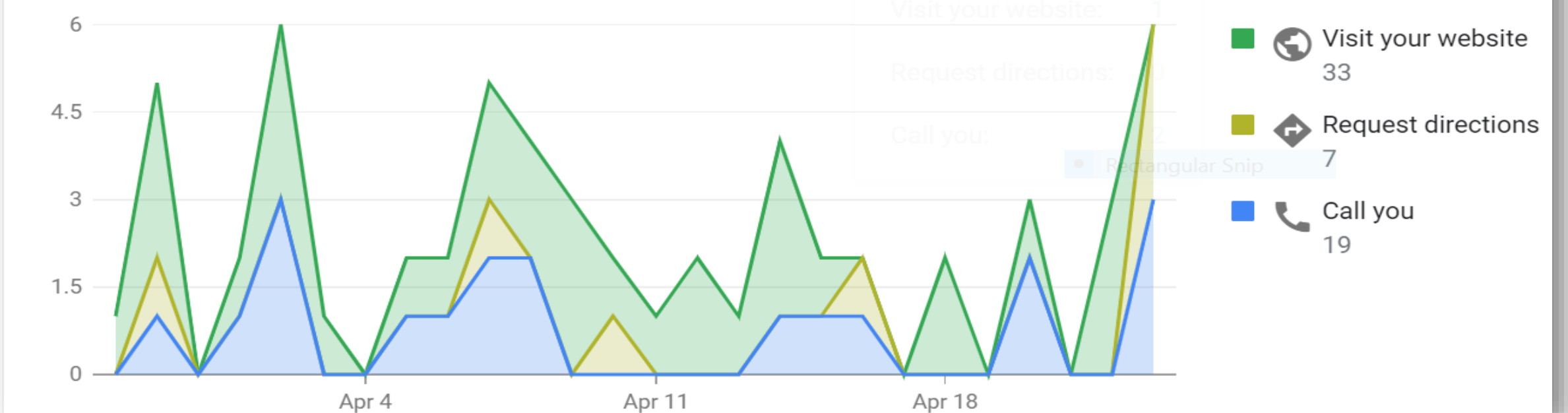


Customer actions

The most common actions that customers take on your listing

1 month

Total actions 59



ACTION #4: Create Local Oriented Content for Your Website

- Balancing act between being concise for your reader and Google's sweet spot for length
- Shoot for 1,000 words on your most important pages
- Write for the reader but include geographic terms in your text
- Add FAQs to your most important pages
- Use Quora.com for ideas
- Publish content regularly using a Blog

The screenshot displays the website for FIX Appliances, an expert appliance repair service. The main heading is "APPLIANCE REPAIR IN OSHAWA" with a sub-heading "Licensed Expert Service". The text describes their services, including a free service call and same-day repairs for gas and electric appliances in the Oshawa and Durham regions. A prominent orange "REQUEST SERVICE" button is visible. Below the main content, there are three service guarantees: "Factory Certified" (licensed technicians with over 15 years of experience), "TSSA Gas Contractor" (fully certified in gas appliances service, repair & installation), and "Complete Warranty" (each repair is covered by service and parts warranty). A "Frequently Asked Questions" section is also shown, featuring three questions with expandable answers.

ACTION #5:

Update and Create Business Citations

- A business citation is an online mention of your business that includes “NAP” information – Name, Address, Phone
- These business listings help with rankings
- Your NAP must match exactly in order to count
- Any inconsistencies confuse the search engines and can lead to a dip in visibility
- Use this free checker
<https://moz.com/products/local/check-listing>



Create New Business Citations

- Create profiles on popular national citation sites as well as local directories



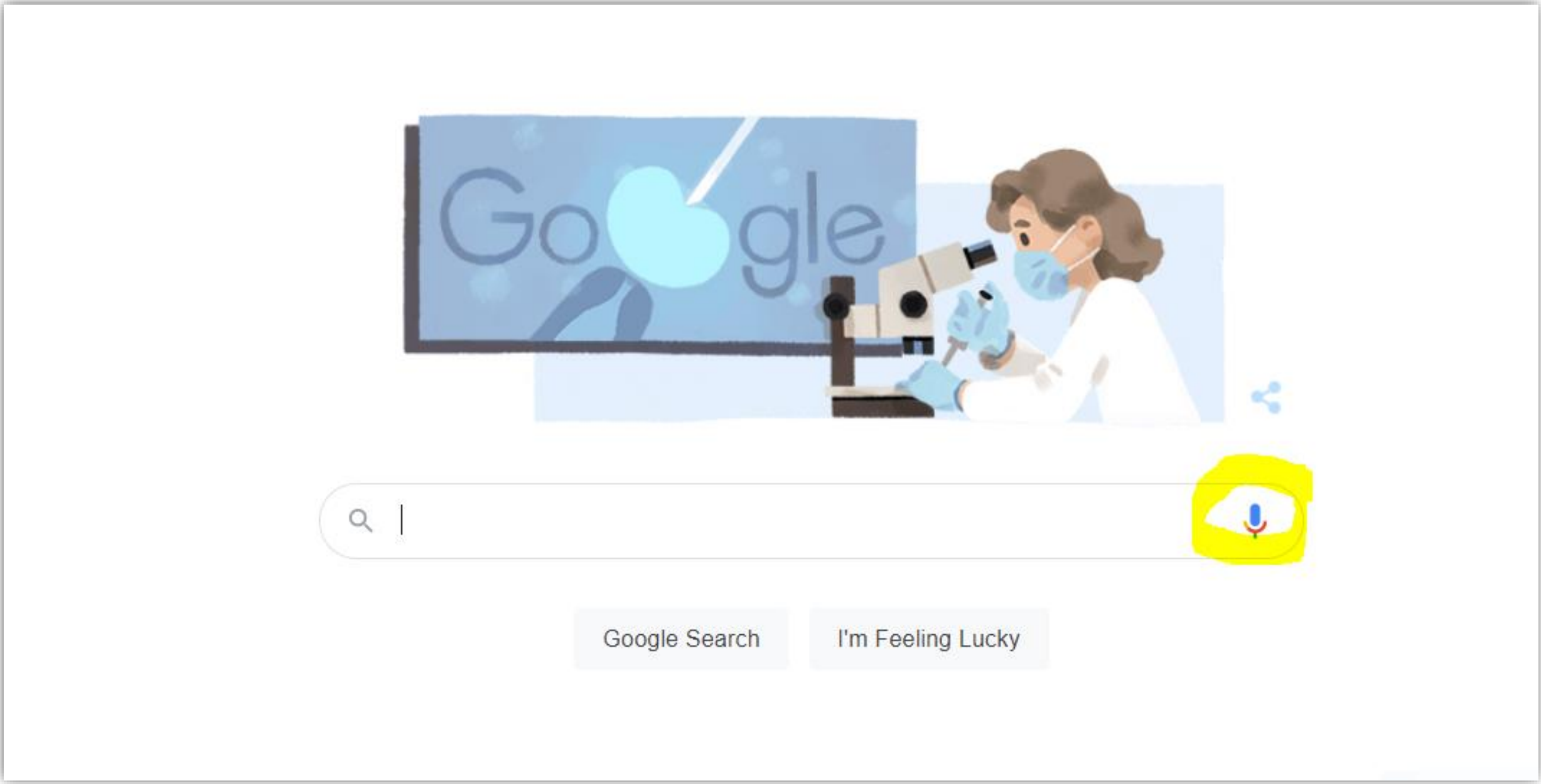
ACTION #6:

Optimize for Voice Search

- One of the most common voice searches is for directions
- Most voice searches are looking for very specific info – address, store hours, types of services etc.
- Triple check you have this info on your website and make sure to keep it updated on your GMB listing
- People are more conversational when searching from their phone.
 - Target longer phrases and questions in your content.



Voice Activated Search – Try It!



ACTION #7:

Get Google Guaranteed

- The badge gives potential customers more confidence to use your services
- You must apply and go through an in-depth certification process which involves a background check
- Once approved, you add a “Pay-Per-Call” budget to get leads
- Primarily available for home services, financial and legal categories

50+ carpet cleaners nearby

Sponsored ⓘ

Angel Carpet Cleaning
4.5 ★★★★★ · See reviews
✓ GOOGLE GUARANTEED
Serves Los Angeles
Open now

Stanley Steemer
4.4 ★★★★★ · See reviews
✓ GOOGLE GUARANTEED
Serves Los Angeles
Open 24/7

Clean Touch Carpet Cle...
5.0 ★★★★★ · See reviews
✓ GOOGLE GUARANTEED
Serves Los Angeles
Open 24/7

Google Guaranteed Sample Industries

Appliance Repair	HVAC	Carpet Cleaning	Carpentry	Landscaping
Tax Services	Law	Windows	Water Damage Services	Roofing
Flooring	Real Estate	Moving	Pest Control	Financial Planning

Plumbing Electrical

ARE YOU HERE?

In Summary:

1. Need a Mobile-Friendly Site

2. Add Address to Website

3. Create GMB Listing

4. Create New Content with Locations

5. Update Business Citations

6. Optimize for Voice Searches

7. Get Google Guaranteed

WSI
Local Search Self-Assessment

This Local Search Self-Assessment tool will help you discover the areas you need to focus on when it comes to being found by your local customers online. We've bucketed this tool into specific local search strategies and tactics. Answer "yes," "no," or "not sure" to the statements below, and then add up all your answers to see how many "yesses" you got and see how you stack up on our Local Search Results table.

Building and optimizing your local search ranking can be a complex task, so please reach out to a WSI Consultant if you have any questions. They'd be happy to help.

	YES	NO	NOT SURE
Google My Business Listing (GMB)			
You have claimed your GMB profile with Google.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You have set up your GMB profile with your company name, address, phone number, email, and website URL.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You have your hours of operation listed on your GMB profile.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You have posted photos on your GMB profile.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You have posted at least 1 video on your GMB profile.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You have at least 5 reviews on your GMB listing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You respond to most reviews, thanking the customer or clarifying their feedback.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You actively ask customers for reviews.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You share at least 1 post per week on your GMB listing (e.g., product offers, company announcement, awards, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website Optimization			
Your website works properly on a cell phone.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your website works properly on a tablet.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your website works properly on a desktop computer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your website page speed is in the green for DESKTOP when you do a test on Google's Page Insights Tool .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your website page speed is in the green for MOBILE when you do a test on Google's Page Insights Tool .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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WSI
Local Search Audit Tool

This Local Search Audit Tool will help you discover where your organization's digital marketing strategies may be falling short when it comes to local search optimization. Use this tool to help document what you are doing well and where you need perspective overall. Building and optimizing your local search ranking can be a complex task, so if you have any questions, please reach out to your WSI Consultant. They'd be happy to help.

Tactic	Current Accomplishments (What are you currently doing well?)	Opportunities for Improvement (Where do you feel you could improve?)	Current Rating (Rate how you're currently doing in this area from 1-5, with 1 being poor and 5 being excellent.)

Current State (What are you currently doing?)	Identified Gaps (Where do you feel you are falling short?)	Current Rating (Rate how you're currently doing in this area from 1-5, with 1 being poor and 5 being excellent.)

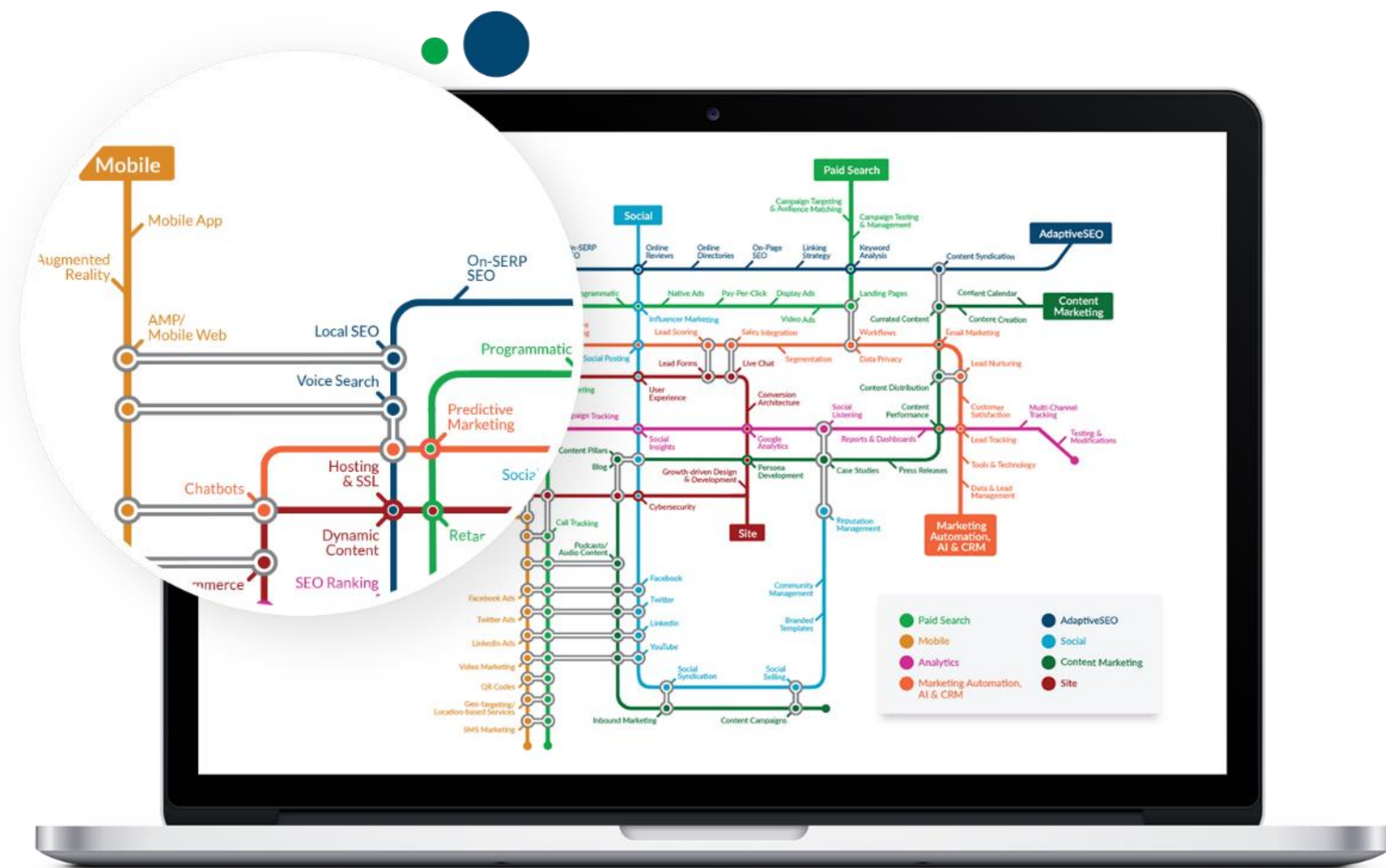
Ask for our Local Search Self-Assessment Tool or get a Local Search Audit

REACH OUT TO YOUR LOCAL WSI CONSULTANT

Talk to us, we can help!

Need help with your local search strategy or want to have a Local Search Audit done on your behalf?

Reach out to your WSI Consultant or email contact@wsiworld.com.





Now it's time for some Q&A

READ MORE ABOUT DIGITAL MARKETING IN OUR 3RD BOOK



Available on Amazon and other online book retailers. Search “WSI Digital Minds” or visit <https://bit.ly/wsibook3>





Thanks for joining us. See you next time!

May 26th Webinar:

*Reviews to Revenue: How to Grow Your Business with
Online Reputation Management*