

- A PUBLICATION OF GURU MARKETING -

AN INTRODUCTION TO

LOCAL SEO

ON & OFF PAGE

THE STEP-BY-STEP GUIDE TO LOCAL SEO & HOW YOU CAN DO IT

TABLE OF CONTENTS

1

Website

4

Google My Business

6

Google+

9

IYP

11

WordPress

SECTION ONE

WEBSITE

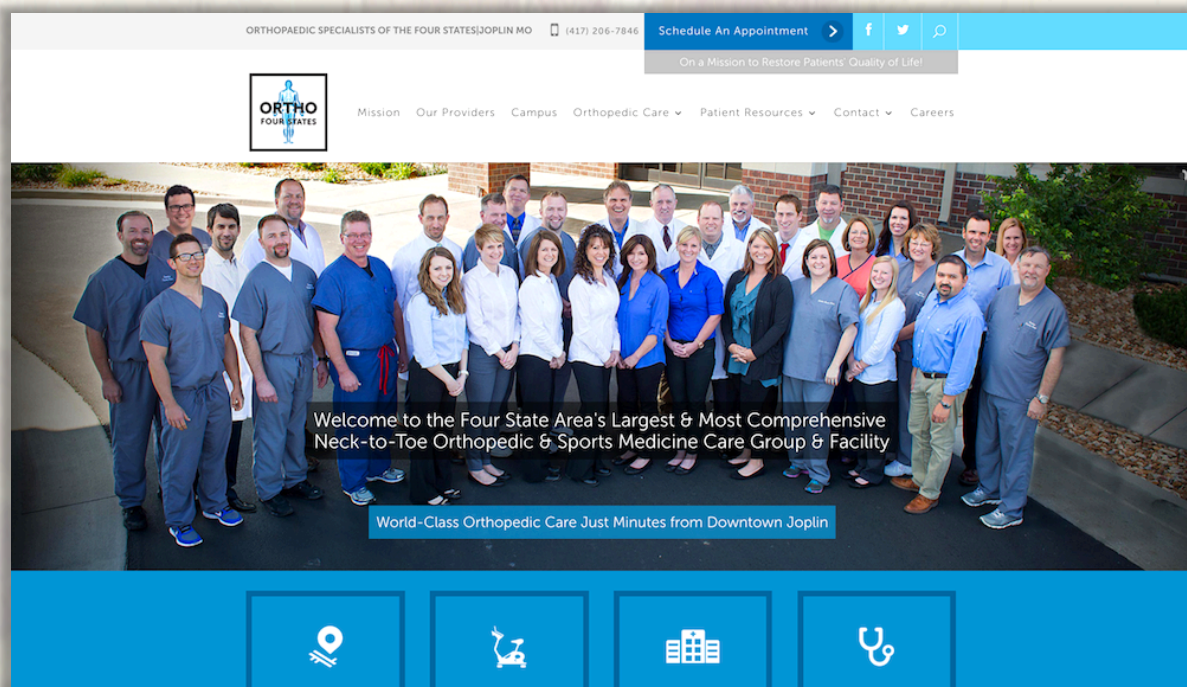
Website

Utilizing SEO to Reach Your Clients

You've created your business, you've branded yourself, you're up and running, and now it's time to let others online know your doors are open.

Your website is the foundation of everything you do online. All of the information relevant to your business should be focused there.

Anytime someone sees a listing for your business online, that listing should link back to your site. It's your home foundation. Use it to educate others about yourself, your business, your services, and brag about how you are the best in your industry!




Your website is the foundation for everything you do online.

At Guru Marketing, we focus on optimizing your website to reach the top of the major search engines. Currently, Google accounts for 75.2% of all searches. The closest competitor, Bing, accounts for only 8.4%. There really is no comparison, so this is where most of your marketing should be focused.

Google uses different algorithms for desktop searching vs. mobile searching. For example, if you have an older desktop site that doesn't have a mobile version, Google won't recognize your site as a real mobile site. Google will favor mobile friendly sites when the end user is searching on a mobile device.

Currently, mobile traffic has overtaken desktop traffic as the dominant way people are searching online.

While desktop held a 47% share at the end of 2013, it has now dropped to 35% at the end of 2015, with mobile rising to 65%! Needless to say, it's extremely important to make sure your clients are able to find and view your site on the devices they're searching from.



The image shows a mobile view of the Ortho Four States website. At the top left is the logo for "ORTHO FOUR STATES" featuring a blue silhouette of a human figure. To the right of the logo is a blue hamburger menu icon. Below the logo is a photograph of a group of nine male doctors in white lab coats standing in front of a brick building. A semi-transparent blue banner is overlaid on the photo with the text "On a Mission to Restore Patients' Quality of Life" and "Founded & Operated by Board-Certified & Fellowship-Trained Orthopedic Doctors & Surgeons". Below the photo is a large blue rectangular area containing a white location pin icon with a blue dot and a white road icon below it.

Your mobile site should mirror your desktop site, as mobile search continues to rise each year.

SECTION TWO

GOOGLE MY BUSINESS

Google My Business

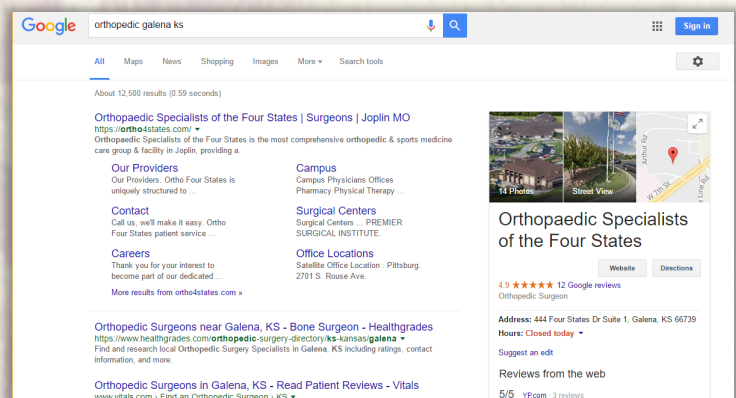
Taking Local Business to the Internet

Google Maps is the source from which Google pulls for local businesses information. Imagine the first page of Google, the algorithm is set to reflect the top part of the page being Google Maps listings only. Everything below is organic SEO - a mixture of websites, mobile sites, IYP, social and more.

Google Maps requires:

- Basic Information (business name, phone number, address, website)
- Hours of Operation
- Default Categories

Your Default Categories are especially important. They should reflect the services your business provides. Your site's Home page needs to be built around your Google Maps categories.



Good SEO lets you dominate the Google results pages. Your clients find you first!

SECTION THREE

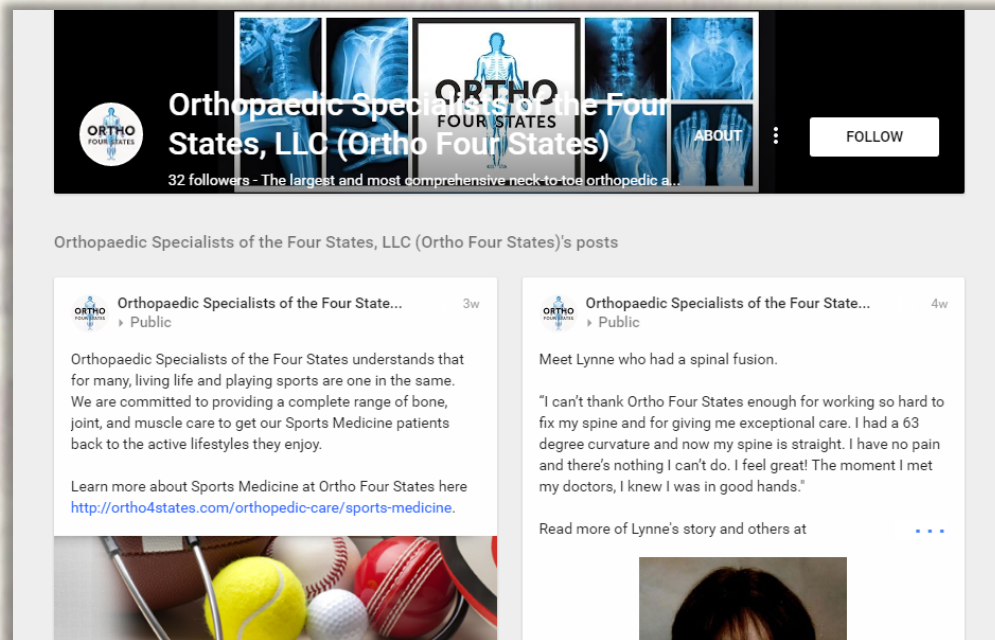
GOOGLE+

Google+

Social Networking for Your Business

Congratulations, you listed your business online! Now your business is automatically on Google+, as the two share the same platform. Don't let it overwhelm you! Google+ is just another social tool, except for this one is the most important because it is a Google service.

What is Google+? It's Google's version of the Facebook Business page. Your Google+ page will be your business's social tool. You can add photos, videos, and text posts all from one location.



Google+ gives enormous benefits for those using Google to find businesses like yours.

This is the most important social media channel for SEO because your business's logo will appear in the Google search results. These result pages have been white pages with dozens and dozens of blue links for years. Having your logo next to your results will really have them popping! No other search engine allows for this option except for Google!



SECTION FOUR

IYP

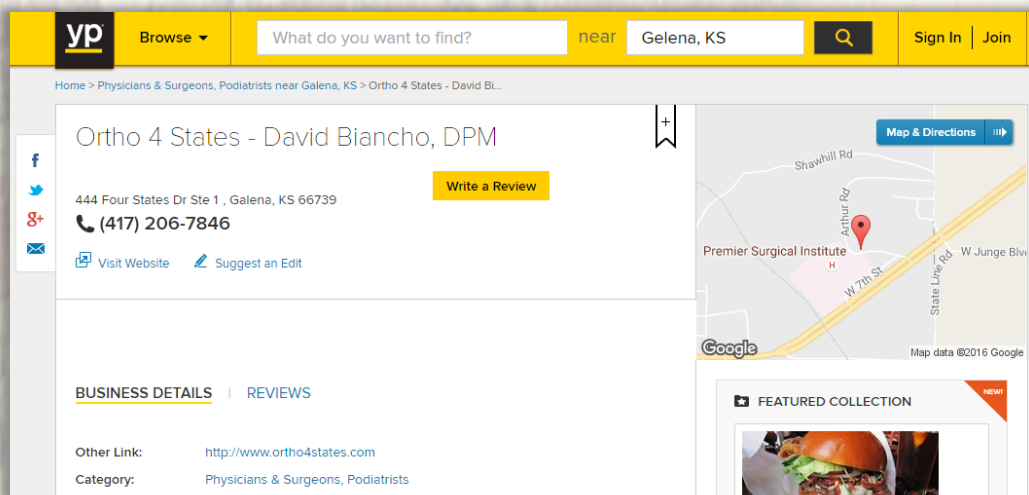
IYP

The Internet's Yellow Pages

If you search Google for your business name, you may already find that entries for it exists on IYP (Internet Yellow Page) sites. These listings are created for free and just waiting to be claimed by you. Before you do we recommend you only stick with your free listing. Paying for an already free IYP listing is not necessary.

Remember, you want to rank your business at the top of Google – not so much at the top of SuperPages.com, and the others. Be visible where the traffic is.

Each of these databases have their own methods for optimization, but they're extremely important. They contain review sections to show off positive reviews, which are the #1 way to get to the top! Clients looking for your business will trust the amazing first-hand experiences described by other clients!



IYP services give clients even more ways to find and review your website. Your business probably already has a page here that you need to claim!

SECTION FIVE

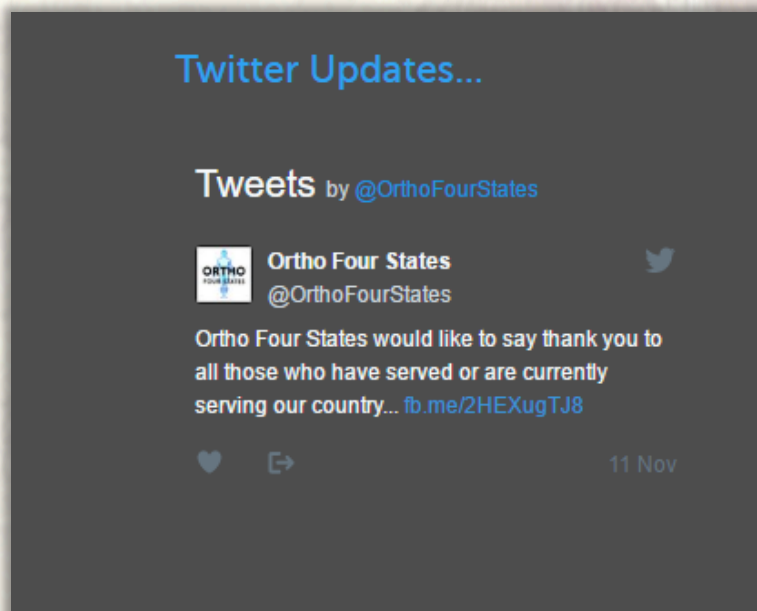
WORDPRESS

WordPress

The Content Manager & Web Platform for SEO

Every single website on the internet has a Quality Score out of 100 points. (If you're interested in knowing yours, Guru Marketing will generate a report for you, just ask us!) This score and other factors all come together to determine your ranking in search. What determines your ranking is always changing, but having WordPress as your website platform is Google's favorite.

When we create websites, we use WordPress, because it allows us to cater to the always-changing search ranking factors.

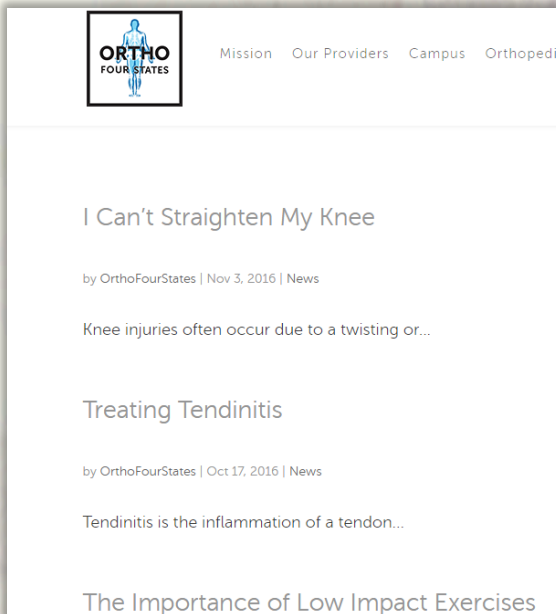


For example, WordPress provides your website with activity. Websites are no longer static pages. Web crawlers (robots made by search engines that help them collect data) will notice your Home page changes nearly every 15 minutes with a Twitter social widget on the front page.

Social widgets can be a useful way to generate constant activity on your site!

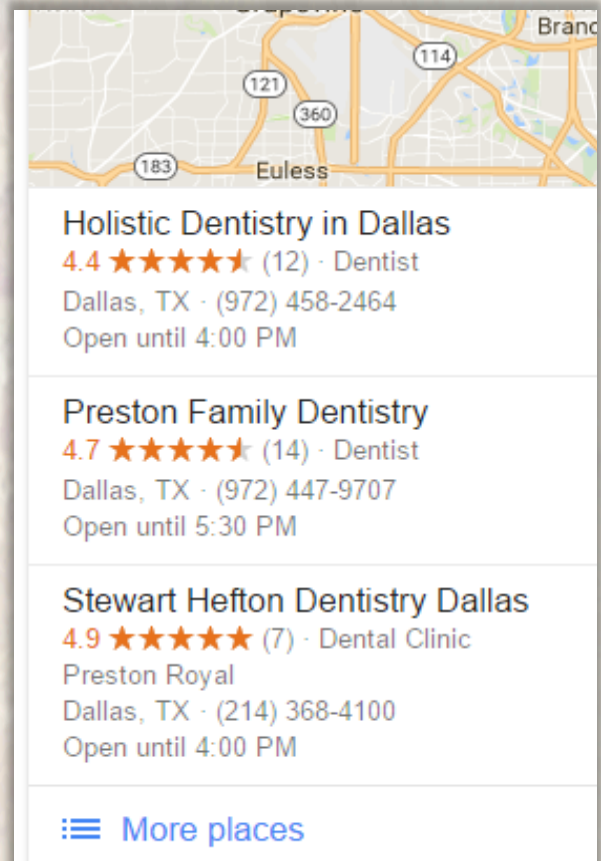
Originally, WordPress was only for blogging. Because of this, the blogging tools within are quite strong. Your blog pages are usually the only pages on your website that will scroll, while the rest stay static. While your Home page focuses on your main

service, you can talk about other important keywords for the other services you may provide. Soon, your site will begin to rank for these additional categories, too.



Your blog covers the important keywords for your business not on your Home page.

If you search any category in any city (i.e dentist in Dallas), top web results are almost always WordPress sites. Competitors build sites using other tools (Expression Engine, for example). These sites may look fine, but in order to get good SEO for your site, you have to do what Google wants, and Google wants WordPress.



Of the top three listings for dentists in Dallas, TX, how many are made with WordPress?
All of them!

Why Feel Overwhelmed?

Guru Marketing was founded on principles you won't find in the corporate world. Here at Guru we believe client's interests come first, so we listen. We appreciate that each project should be uniquely designed for a single client, so we cater to that need. Guru Marketing composes outstanding work, holds multiple awards, gratifies hundreds of clients from all over the world... Entrust your business with Guru Marketing.

- Kate DeGraff, Founder & CEO

Still Have Questions?
Let's Chit Chat Here...

Guru Marketing
321 Virginia Avenue
Joplin, MO 64801
(408) 766-GURU
KMGuru.com

