

AFFORDABLE LOCAL SEO SERVICES

For Small Business



Organically Affordable Way To Local SEO Business Software Alternatives

Matt Miciula, MBA



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The Electrician, 1925 Local Seo Tom Crandall, 2016-11-17 Ever wonder how businesses rank locally when performing a Google Search I did so I set off on a mission to uncover a consistent method to help boost a business's local ranking In my very first publication *Local SEO A Roadmap To Successful Local Ranking* I am going to walk you through some of the best Local SEO techniques to get a business not only discovered locally but ranked Whenever you perform a Google Search Google's algorithm takes over and provides result listings that best match the criteria according to Google's page and domain ranking factors For those that don't quite understand ranking factors let me explain Each page and domain has a ranking value These are typically called Page and Domain Authority The higher the authority the higher the page will rank Google and other search engines determine a page's rank or authority based on various search metrics including content keywords number of backlinks age of the website title header tags images and so on For any given localized search the results are usually broken out by Paid Advertising Shown at the top and bottom of the listings Local Business listings Business listings from Google Maps Organic Search Results Everything else In this book *Local SEO A Roadmap To Successful Local Ranking* I am focusing on the Local Business Listings and how anyone using my methods can boost their local presence on the web A little bit about me My first experience with computers was on Christmas day when I opened up a game called Pong It was one of the first TV computer games and at the time it was cutting edge Fast forward a bit and my dad bought an Atari 800 computer that I somehow convinced him was better than the Apple alternative Needless to say I used the Atari more than he did Fast forward a bit more and I was in college studying computer science When I graduated my first real job was programming expert systems That job only lasted a short while and then I became a System Analyst working on all sorts of Government Projects In 2008 I moved to a place called Austin and really got my feet wet designing websites for clients During that time I also became interested in all things SEO but never really got to flex my muscles It wasn't until 2016 that I found myself unemployed and wondering what I should do in life After countless resumes failed to get traction in the job market for positions I was interested in a realization hit me that maybe I don't need a company to work for but rather work for myself My wife Kathleen and our pug Olaf were very supportive of the idea So I started a company called <http://HangTenSEO.com> with the goal to help clients out rank their competition Along the way I also started writing articles on SEO best practices which were in many ways teaching moments for me In writing the articles I really had to understand the subjects I was writing about and how to use the techniques to get the best results **Local SEO Secrets: 20 Local SEO Strategies You Should be Using NOW** Roger Bryan, 2021-01-31 *Local SEO Secrets* brings together the top thought leaders in Local SEO who share their top strategies for ranking fast and driving organic traffic including Roger Bryan Founder Enfusen Roger Bryan is an investor bestselling author and sought after Enterprise SEO Consultant He has run Local Marketing Campaigns for some of the world's largest companies including Microsoft's Partner Program Goodwill Industries

MedStar Health and over 1 000 companies of various sizes He is best known for his work in the non profit sector where he helped raise more than 150 000 000 Mark Luckenbaugh Owner Growth Foundry Google My Business GMB Mark gives you an in depth look at the importance of your GMB Listing and some great insights on how to rank your GMB Allison Lee Marketing Manager Zentail Optimizing eCommerce Product Pages Allison shares practical tips for getting your product pages up to snuff and outranking your competitors sites Richard Lorenzen Founder and CEO Fifth Avenue Brands 4 Ways PR Can Help Your SEO Campaign Richard shares methods in which PR can help your SEO campaign directly contributing to more organic exposure and website traffic Justin Sanger Chief Revenue Officer OMG National Google Guarantee Program Justin will begin to unpack Google Local Services Ads LSA the Google Guaranteed for Home Services and Google Screened for Professional Services programs addressing the impact that these advertising programs will have on the local search landscape of the future

Local SEO Matt Miciula, MBA,2023-10-17 Many home service businesses stumble upon Search Engine Optimization SEO while looking for new strategies to scale their business and drive new customers In this kind of industry it is crucial that you know your local community and its needs The ultimate goal is to draw their attention to your services and the values you bring them You might wonder how optimizing your online presence for search engines can improve your business SEO provides many benefits for home service businesses with a clear idea of who their target audience is namely local residents Understanding why SEO is important for businesses is the key to getting all those benefits and utilizing a proven SEO strategy It can be an overwhelming learning curve when getting all the information you need to know about search engine optimization This is where trained SEO experts take over and provide you with the best SEO tactics to improve your organic traffic This refers to authentic website traffic from potential customers through unpaid search engine results You will get everything you need to boost your marketing efforts by adding SEO to your digital marketing strategy In this book you will learn why SEO is important for home service businesses and how a well organized SEO campaign can be an absolute goldmine for your business

Increase Your Search Visibility with SEO and Defeat Your Competitors Donald Rockwell,2019-09-17 I don t know what business you are in I don t know how well you are doing I don t know how serious your competition is But I do know one thing for a fact That your business would EXPLODE if you were ranked 1 on Google Just imagine A sea of ready to buy people coming straight to your website or your physical store every single day for FREE That would make all the difference huh Well that s exactly what this book is about Creating a steady stream of warm leads by ranking your business on the first page even if you don t know the first thing about SEO right now Here is exactly what you are going to discover inside How Google REALLY Determines Your Ranking and How You Can Use This Insight Against It to Rank Faster 99% of Marketers Don t Know This How to Identify the PERFECT Keywords for Your Business With Very Little Competition and Tons of Targeted Traffic How to Craft Google Friendly Blog Posts and Articles That Will SKYROCKET Your Rankings and Cement You on the First Page Even If You Suck at Writing How to

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