Local SEO

Boost your business with Local SEO strategies. Learn how to build Google Business Profiles (GBP) to attract customers from your local community.

Experience Local SEO Business Software Alternatives For Remote Workers

Jessica J Manson

Experience Local SEO Business Software Alternatives For Remote Workers:

PC Magazine ,1986 **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 pages 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 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 **How I Won The Local SEO Challenge** Jon Loudon,2014-11-24 The Local SEO Challenge Take a website for a local service business that is literally getting no search results for the service in that area and put it on the first page for targeted keywords in the those service areas This short book takes you through the 4 steps I used to win this challenge and includes additional bonus tips If you have a small business that is local search reliant this is for you If you are a webmaster for a small business this is for you The steps are very straight forward and easy to follow Plus you can contact me Jon Loudon with any questions at JonLoudon com What kind of businesses can use this book Any local service based business such as Carpet Cleaning Window Replacement Auto Repair Tool Supplies Cleaning Services Beauty Supply Hair Nail Salons Massage Chiropractor Physical Therapy Painters Contractors Pool Cleaning Pest Control Sporting Goods Landscaping Printers Copy Stores Pet Stores and more **London Local SEO for Small Business** Mayfair Digital Agency,2023-01-01 The London Local SEO for Small Business book is a concise guide that provides insights on how to effectively implement local search engine optimization SEO strategies for small businesses in London and World It explains the importance of local SEO the key tactics to use and common mistakes to avoid The book covers various topics such as optimizing Google My Business creating local content using online directories and getting online reviews Whether you are a small business owner or a digital marketer this book offers practical tips to help your business rank higher on search engines and attract more customers

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