

SEO ISLAMABAD

STEP BY STEP

GUIDE TO

LOCAL SEO

*Advanced Tips And
Strategies To Improve Local
SEO*

PRACTICAL STEP-BY-STEP PLAN: GETTING STARTED WITH LOCAL SEO

Local marketing has become increasingly important in recent years. In fact, today's online visitor expects search results to be tailored to their current location. Local relevance is therefore the keyword and offers plenty of opportunities. But how do you do that? In this article, SEO specialist Martijn gives you a practical step-by-step plan to help you on your way.

Why local SEO?

Local search engine optimization focuses on improving the organic findability of a website in the local environment. Google understands very well that many searches are locally driven and that people are looking for an answer or a website in their immediate vicinity. After all, someone searching for “supermarket” in Maastricht does not need to see the Albert Heijn in Groningen.

By sending the correct signals to search engines, search engines understand the location of a company or establishment. This result is more likely to be shown to people in the immediate vicinity than the result of a competitor who is further away.

Difference in Google Local pack & local organic

In short, you can divide the local search results into two categories. More about these categories below.

Local pack and Google Maps results

The local pack is a small Google Maps result in the normal Google search results. This local pack contains a reference to three relevant locations in the area. These results are generated by Google My Business listings. This means that you really must have a physical establishment. Google checks this by sending a postcard with an activation code to the address.

Usually this local pack can be found at the top of the page, directly below the advertisements. In some cases it is at the bottom of the page.

Local organic search results

These are search results with a local intent that are shown in the “normal” organic search results. Google therefore shows these pages because there is a certain local relevance. Below an example of this.

Step-by-step plan for local optimization

The first step is to determine whether local optimization is relevant to your business at all. For example, local optimization is not important for most web shops because Google is aware that the products are delivered nationwide. In practice, local marketing through local search engine optimization mainly offers opportunities for companies with one or more actual visiting locations. Curious if it is interesting for your company? Then follow the next steps:

Step 1: Is Local Search Engine Optimization Relevant To You?

There are several ways to determine whether the search terms you are targeting also have local relevance and whether it is worth investing in this. Software like Moz or AWR can automatically show whether the search results also show a local pack. But simply checking the search results manually is also possible. Pay attention to the following:

Does a Google local pack appear at the top of the page when you enter a search term?

Does Google show organic local search results? Pay attention to page titles and URLs that contain a city name

Is this the case? Then there are opportunities for local SEO!

Step 2: Create local pages on your site and Google My Business

Google always wants to show the most relevant search results to a user of their search engine. Someone in Utrecht who searches for "supermarket" in Google, probably does not want to go to the general homepage of the Lidl or Albert Heijn website. He does want to see which supermarkets are in the area. A location page of the Albert Heijn in the area is therefore much more relevant.

To create these relevant local pages:

Create a separate page on your website for each location

Do you have an actual branch at this location? Then create a Google My Business page for this. Make sure that the URL you use here goes to the local page (not the homepage of your website!)

Step 3: Provide relevant information on the page

A local page must of course provide relevant information for the visitor. So don't go for a 'cut and paste' strategy where you only change the city name at each location. On the other hand, combine relevant (local) keywords (where you want to rank on the page) with relevant local info such as:

Reviews / testimonials from local customers

Opening hours of the local branch

Photos of the establishment

Specialties / specialties of the location

Photos of the employees at this location

Payment methods accepted at this location

Logos of customers / companies of this location

Information about the accessibility of the location such as a Google Maps card

Step 4: give your pages an extra push

Other things that can strengthen the organic position of your local pages are:

Google reviews

Business Listings

Links to the local page

Plus structured data to

This way you create a page that is picked up in Google (extra impressions!), But also provides your visitors with the correct information quickly and efficiently.

Don't forget your online marketing strategy

Local search engine optimization thus offers plenty of opportunities for companies operating locally. At the same time, it is only part of your overall SEO strategy. So zoom in on your local visitor, but don't lose sight of the overall picture. Only when all online marketing components connect with each other do you really achieve optimal results. And don't we all want that?