



# 7 SPECIFIC LOCAL MARKETING TECHNIQUES

## AGGRESSIVE, SUSTAINABLE SOLUTIONS

# YOUR LOCAL SEO BLUEPRINT FOR SMALL BUSINESSES WITH 2-5 LOCATIONS

# THE 7 ELEMENTS OF A SUCCESSFUL MULTI-LOCATION HYPER-LOCAL SEO STRATEGY



**CITATIONS**

**CRUCIAL**  
Citations are needed to improve your local 3-pack results

**IMPORTANT**  
Most businesses don't do this, so the opportunity is Big

**POSTS**



**PROFILE**

**CRUCIAL**  
A proper profile increases the likelihood of leads

**IMPORTANT**  
For my money, this is the single greatest opportunity

**CONTENT**



**REVIEWS**

**CRUCIAL**  
Love them or hate them, you need more reviews

**IMPORTANT**  
If you could get 15% more traction, would you listen?

**PHOTOS**



**SCHEMA**

**IMPORTANT**  
When I collect more data, this will be upgraded to Crucial



# 1. CITATIONS

# LOCAL CITATIONS

THE QUESTION IS:

SHOULD YOU DO THIS YOURSELF, OR  
SHOULD YOU OUTSOURCE IT?

# LOCAL CITATIONS

## DIY – PROs

- **Can be less monetary investment**
- **Not obligated to rely on a service with annual or monthly fees**
- **Greater oversight over the content and material**

## DIY – CONs

- **“Free” can actually be quite expensive, as this requires a very healthy investment of your time**
- **Can be difficult to track and measure**

# LOCAL CITATIONS

## OUTSOURCE – PROs

- **Makes it very easy to build citations consistently**
- **Tracking is often clear and simple with tools like BrightLocal or White Spark**
- **Very time efficient**
- **Very cost efficient (usually \$2-\$4/citation built)**

## OUTSOURCE – CONs

- **Finding the right provider can be difficult**
- **Does occasionally require verification emails or phone calls**

# LOCAL CITATIONS

## TOOLS to USE

- **WhiteSpark.ca** is a solid source. The sign-up process can be a bit confusing, all of the products/services can seem to be separate, so make sure you understand what it is you're subscribing to
- **Brightlocal.com** provides an easy system to build citations and has a nice reporting function. Both WhiteSpark and BrightLocal offer duplicate suppression, manual citation building, and citation research and audit tools.
- **Synup** is a newer player in the market. While they don't currently have a citation building service, the NAP consistency and duplicate suppression seem to be a good deal for the relatively modest monthly investment



# 2. POSTS

# LOCAL POSTS

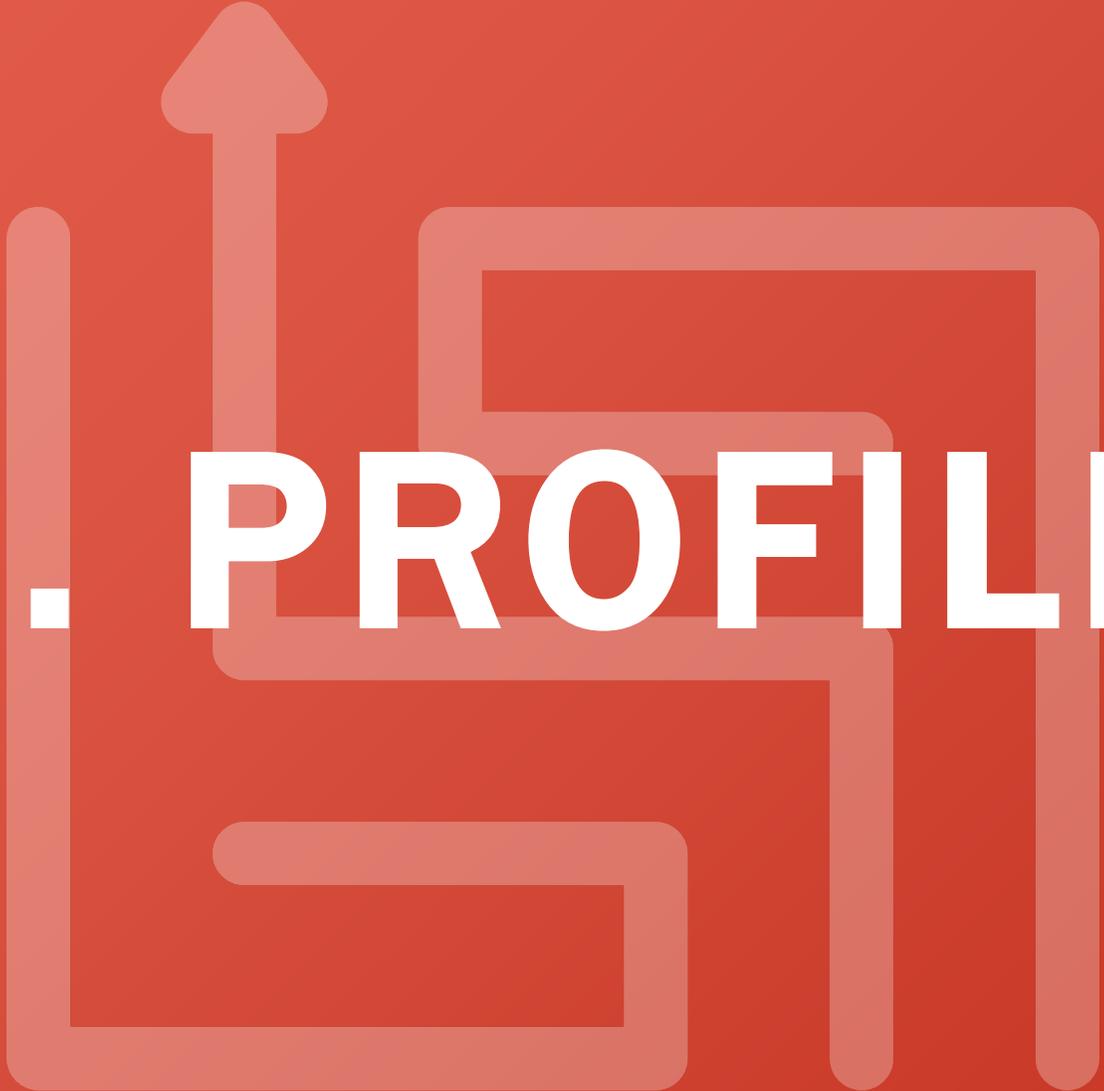
## BENEFITS

- **Occupy more SERP real estate (profile posts make your GMB section longer and more enticing to engage)**
- **Different campaign types – book an appointment, claim an offer, or read more (blog post)**

## HOW TO DO IT RIGHT

- **Keep it short – 80-100 words should be more than enough to get the point across**
- **Put relevant keywords closer to the beginning of the post**
- **Images should be 750x750 and have limited text (cut off on mobile)**
- **Make sure landing page matches post content**

# 3. PROFILE



# GMB PROFILE

## SOME HACKS

- **If you use a tracking phone number, make sure to also add your direct line as the Alternate number**
- **Use value propositions in the description. NO: “we are a divorce law firm in los angeles”. YES: “a los angeles law firm helping families build better futures”**
- **Get a shortened URL to make review generation easy**
- **Add link to your homepage**
- **Add link to your contact page for appointment scheduling**
- **Ensure office hours are accurate**
- **Ensure NAP is consistent**



# 4. REAL CONTENT

# ROBUST CONTENT

## WEBSITE WISDOM

- **Most websites that have “local content” use a very broad, generic approach**
  - **Mostly cut-and-paste changing a few words here and there.**
  - **In my experience, there are 5 elements to address on local pages (all should be done contextually, not just bullet points)**
1. **Location (reiterate NAP)**
  2. **Entity Association.** TYPE of company, headquarterd in CITY, STATE, with additional offices in CITY 2 to the (DIRECTION) and CITY 3 to the (DIRECTION). NAME is the CEO of COMPANY. We provide the following SERVICES.
  3. **Geo-references.** E.g. a personal injury law firm in Santa Monica could reference Truck Accidents on the 101, or Bike Accidents on Highway 1, or Premise Liability claims on the Santa Monica Boardwalk
  4. **Local Resources** (with external links)
  5. **Local Validation**

# ROBUST CONTENT

- 1. Location** (reiterate NAP) and add an embedded Google Map along with written directions from the North and South, and any relevant train/bus/subway information available
- 2. Entity Association.** **TYPE** of company, headquartered in **CITY, STATE**, with additional offices in **CITY 2** to the (**DIRECTION**) and **CITY 3** to the (**DIRECTION**). **NAME** is the **CEO** of **COMPANY**. We provide the following **SERVICES**.
- 3. Geo-references.** E.g. a personal injury law firm in Santa Monica could reference Truck Accidents on the 101, or Bike Accidents on Highway 1, or Premise Liability claims on the Santa Monica Boardwalk
- 4. Local Resources** (with external links)
- 5. Local Validation** can be associations (Chamber of Commerce, Rotary, etc) or Reviews from that office (Google, Yelp, etc)



# 5. REVIEWS

# REVIEWS

## OBJECTIONS

- **“Too many crazy people put out reviews that tarnish my name”**
- **“I’ve never heard of that person and they gave a scathing review”**
- **“I don’t want to expose my business to the negative trolls”**

## TRUTHS

- **Whether you have a profile or not, an angry person will find a way to leave a review**
- **A strategy of getting more good reviews, consistently, is how you grow**
- **When done well, most happy customers will be happy to share their experience**



# 6. PHOTOS & VIDEOS

# PHOTOS & VIDEOS

## WHY

- **Media views on your GMB profile are tracked in GMB analytics**
- **The more views of your images and videos, the more engagement your page is seen to have**
- **The higher the engagement rate, the better you perform**
- **The more often people look at your videos and photos, the more likely they are to contact you**
- **The more contacts you get, the more money you make.**
- **So...USE MORE AND BETTER PHOTOS 😊**



# SCHEMA

- **The jury is still out a bit on the effect of schema markup. Some things we do know:**
- **SERP features (star ratings, etc) increase your CTR. And a higher CTR means you increase your organic rankings**
- **Anecdote: Businesses with a few local office/location pages on their site see some shifting of local-focused keyword rankings (i.e. sometimes your San Francisco office page might show up to somebody searching in Sacramento).**
- **In my experience, adding schema markup via JSON-LD in TagManager helps Google distinguish what pages should be focused on the relevant areas.**
- **I don't have a lot of data on this, but for 4 of my clients in the 3-5 location spectrum, their local organic results are through the roof**

# ABOUT US

**We craft results-driven social media campaigns for small businesses with \$3M-\$10M annual revenues.**

- ∞ 30+ years' experience
- ∞ Proactive and immediate communication
- ∞ Consulting and advising

**Call 310.807.2260**

