

web ceo
Move your site to the top!



POST-PIGEON LOCAL BUSINESS SEO GUIDE

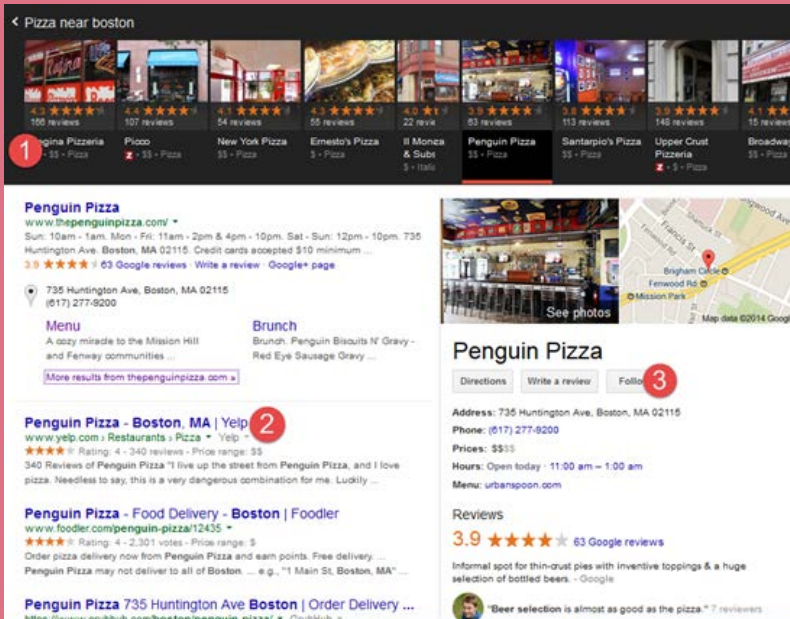
If you currently run a local business but have not yet optimized your site in accordance with the latest [Google Pigeon Update](#), be ready to see your business slip from your grasp on Google. On the one hand, Google now pays far more attention to businesses with a great local reputation. On the other hand, it is getting more difficult to get listed on the first page results. This is because Google has reduced the number of local organic results on the first page after the Pigeon Update, what means more competitive local rankings and less exposure of your site at the top of Google's results pages. Counterintuitively, the new Google bird may become a carrier pigeon that will bring good things to you if you feed it well.

The Google results for local search queries depend on specific **local ranking factors**, which are:

- Proximity of user's IP location to a business's physical address.
- Proximity of the business address to a city centre.
- HTML NAP (name, address, phone number) information match with Google Plus Local NAP information.
- Consistency, Quality and Quantity of Citations (listing information on Internet yellow pages)
- Domain Authority.
- Number and Quality of Links.
- Number of Reviews.
- Social Signals.

With these factors in mind, local marketing for your brick-and-mortar business should result in a multilevel presence on SERPs. If you optimize your site properly you will get listed on:

1. The Google Local Carousel
2. Local Site listings and review sites
3. Google+ Local
4. Local Pack results



Considering the anatomy of the Google search results pages and the list of the local ranking factors, the Web CEO team has created a Post-Pigeon Local Business SEO Guide for you to optimize your website in order to do well on local search results.

Dive Deep Into On-Site SEO

1. If you are about to launch a local website, be sure to choose a city-specific domain.
2. Include a city and state in the title tags and copy of your local landing pages. Don't be afraid to include "in" and other stop words in your Meta tags. They don't hinder SEO any longer. With the Google Hummingbird Update, Google better understands a user's intent and returns relevant results. "Product in Toledo" = "Product Toledo".
3. Use less competitive local terms and long-tail keywords. Go to the [Web CEO Keyword Research tool](#) in order to pick keywords with the highest number of local searches, low bid competition and a high KEI (Keyword Efficiency Index). You will also get strong synonymic terms based on our competitive keyword base analysis and Google Webmaster tools suggestions.

Get Suggestions Spy on Competitors Keywords from Webmaster Tools

Get suggestions for **mysite.com**

pizza delivery in boston Search

Filters → Export

Keyword		Local searches	KEI
pizza delivery in boston		30	0.05
pizza		673,000	40.79
pizzahut		301,000	60.01
pizza pizza		12,100	45.90

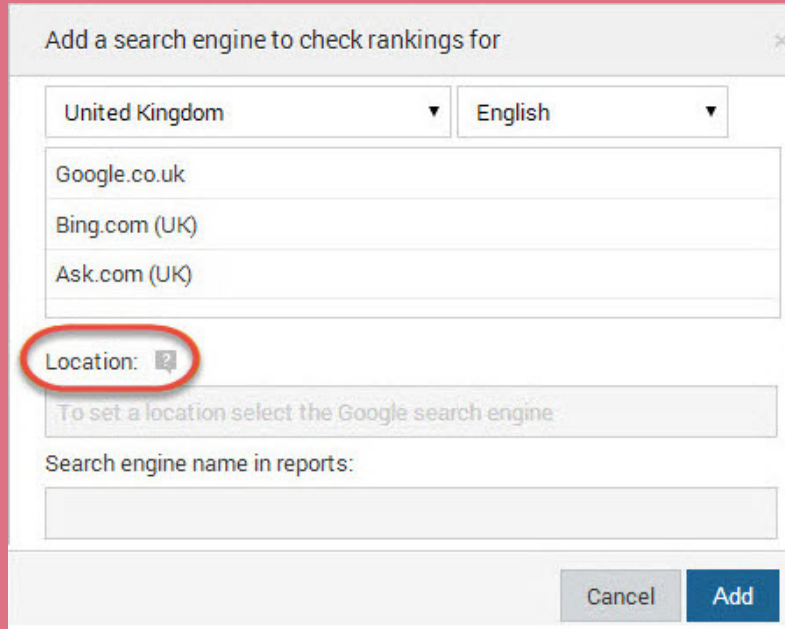
Tip: Specify a location for a display of local searches per month per keyword in the settings of the Keyword Research tool

Keyword Research settings

Columns	Configure the "Local searches" option:
Local searches	Target location:
	<input type="text" value="Boston"/>
	<small>You can specify a country, a state, a city or a region. This setting is applied to the Keyword Research and Rank Tracking tools.</small>

4. Embed a Google map on your website that is connected with your Google+ Local page (do this on a specific location landing page or on the "Contact us" page).
5. Include the geolocation and contact details together with hours of operation and reviews using [Schema Markup for local business](#). After the implementation of the Schema Markup data on the pages of your site, use the [Structured Data Testing Tool](#) to make sure search engines properly understand the provided information.
6. Get the accurate local rankings of your site for a specific country/city on a regular basis with the [Web CEO Rank Checker](#).

Tip: Optimize your landing pages for various local terms and keep tracking your positions as they change in due course. Analyze and again optimize. The Web CEO Historical Data will help you to see drastic changes in your rankings for a specific period.



Add a search engine to check rankings for

United Kingdom English

Google.co.uk
Bing.com (UK)
Ask.com (UK)

Location: [Location Pin Icon]

To set a location select the Google search engine

Search engine name in reports:

Cancel Add

Build Local Citations

1. Because of the boost of local directory site importance after the Google Pigeon Update, it is more important than ever to get listed on such third-party sites like Yelp, TripAdvisor, Angie's List, etc. Submit your business to trustworthy [local citation sites](#) that have been thoroughly vetted and listed in the Web CEO Submission tool.
2. Ensure that the NAP information is consistent within your citations, Google local page and your website. Pick out the most relevant category when submitting your business. Type in as many helpful details when creating citations as possible (enter a business description with its key features, images, video etc).

Enhance and Protect Your Online Reputation

1. Encourage your clients to write reviews on your Google local page. These reviews show up in the right hand part of Google search results under your Google Map pin.
2. Check if local citation sites, where you want to submit your site, have review sections and ask your clients to leave short reviews at the most trusted sources. Encourage your customers to write balanced and honest reviews about your services.

3. Attract thought leaders in your business niche to provide a review of your business.
4. Don't ignore reviews even if they are negative. Interact with your customers.
Go to the [Web CEO Buzz Monitoring Tool](#) and submit specific local terms like "pizza delivery boston" in order to monitor and react swiftly to customers' reviews and other hot news about your niche. You can also use Buzz to track brand mentions of your competitors.

Optimize Your Google+ Local Page

1. Create and verify your business page on [Google+](#). Google encourages businesses to put an in-depth description of their company, starting from the business name to their office dog's name (just kidding). This will provide additional value-advantages over your competitors.
2. Make sure your Google+ local page NAP info is consistent with the contact details on your site.
3. Encourage your customers to provide a review on your Google+ Business Page. The number of reviews will have a positive impact on your local search results positions.
4. Select the most relevant categories on your Google Places Page. Spy on your competitors' categories and add them as your own if they are relevant. Pick the categories thoughtfully; the returned search results strongly depend on the category you chose for your business.

Tip: Remember that only 3 first categories are visible for searchers, make sure these first 3 categories are the most representative and relevant to your services. For more instructions on picking Google Place Categories visit the [Google Places Category Tool](#).

Benefit From Local Linkbuilding

1. Build your inbound link profile with [localization](#) in mind. Use geo-targeted anchor texts in your external links.
2. Pay attention to [implied links](#) on third-party local sites to enrich your link profile with local NAP citations and brand mentions. These non-linked references help to pass the authority to your brand and increase your brand awareness.

- Spy on your competitors' backlink profiles in order to pick relevant local links for your site. Use the [Web CEO Competitor Backlink Spy tool](#) to get a list of important links to your competitors from third-party sites.

Sites Linking to Competitors of [mysite.com](#)

All backlinks

Page (2,750)	PageRank	emailtray.com	emclient.com
http://www.freebielist.com/email-software/	5	✓	✓
http://polpred.com/?showpage=sites	6	-	-
http://xmpp.org/xmpp-software/clients/	6	-	✓
http://caldav.calconnect.org/clients.html	5	-	✓
http://carddav.calconnect.org/clients.html	5	-	✓

- Keep your local link profile free of [toxic links](#) with the [Web CEO Toxic Links tool](#).

Toxic links pointing to [mysite.com](#)

Not processed links | Report selected links to Google

<input type="checkbox"/>	Linking page URL (187)	Google PR	Home page Google PR
<input type="checkbox"/>	wiki.danaconnect.com/spam Spam - Web de Conocimientos DANACConnect Link text no link text Target page /blog/tag/spam-statistics/ DMOZ listing category: not in dmoz	unranked	unranked

- Earn links from the bloggers who write for your local community, and note that they often highlight local news and events. You can create an event or news that they will want to write about.

Make your website visible to search engines with Web CEO Online!

→ Sign Up for a Free plan today

Follow us on social media

