

LOCAL SEO FOR A SMALL BUSINESS

Local SEO

- ▶ Local SEO refers to the ranking of your Online business or your websites on the top level of any search engine mainly for local searchers.



Steps of local SEO

- ▶ There are four steps in local SEO that are:-
 1. Local Listing Sites.
 2. Back Linking.
 3. Social Media Promotion.
 4. Online Advertising.

4 STEPS TO LOCAL SEO

Local Listing Sites

- ▶ Local SEO helps us for optimizing the local search engines by target the local and geo targeting terms with the help of local listing sites(examples Google, Yahoo, Bing, Etc...).



Back Linking

- ▶ Back linking is the one of the best thing in SEO to increase a SERP rank in Search Engines. Local SEO includes building of inbound links o a business websites.



Social Media Promotion

- ▶ Social Media Promotion helps to draw the local customers to your websites by building your business profile on Social networking sites such as Facebook, Twitter, etc...

Social Media Promotion



Online Advertising

- ▶ Online Advertising regarded as the powerful way to promote business online due to easy implementation, better and high Return on Investment(ROI).



Some benefits of SEO

Benefits Of **SEO** FOR SMALL BUSINESS



**BRANDING
BENEFITS**

**IMPROVED
SEARCH ENGINE
OPTIMIZATION**

**REDUCED
DEPENDENCY
ON PPC**

**INCREASES
TARGETED TRAFFIC**

- ▶ The main benefits of choosing local SEO is the cost less as compared to the Global SEO.
- ▶ By choosing local SEO you will always brings the more popularity to you nearby locally and you may also seen the conversion within the few days only.
- ▶ You will get more exposures to your business by using the local business listing.
- ▶ You will get all the three targeted traffic, conversions and online traffic to your websites.



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