



Ready to boost your business's online presence? Check out the 10 steps you need to take to increase your local businesses visibility below.

Pick a Domain Name That Benefits You

Your domain name is incredibly crucial to the success of your website. Your domain name should be reflective of your business name and include keywords, but doesn't need to be keyword heavy.

Consider Converting To Wordpress If You Haven't Already

Wordpress is now the most popular website builder of choice amongst large and small businesses. Aside from the fact that it is free to download, Wordpress has a ton of features that other platforms don't offer.

Claim Your Google My Business Listing

Claiming your Google My Business Listing is one of the most important aspects of Local SEO. Google generates over 64% of all searches in the U.S. so claiming, and updating your GMB is crucial to your business.

Optimize Your Website For Mobile

61% of mobile users are more likely to contact a local business if they have a mobile site. Aside from being more user-friendly, Google looks for mobile compatibility in high ranking websites. Check out Google's "Mobile Friendly Test Tool" to see if your website is up to par.

Optimize Your Homepage

Single location businesses should optimize their homepage around their primary location. Optimize your homepage, and other pages, to rank for your areas specific terms. Example: we are based in Portland so we would want to rank for Portland related search terms.

Conduct Keyword Research

The way you conduct keyword research will depend on your business, and how familiar you are with keywords and what they mean. Conducting keyword research, and creating content to reflect those keywords, are crucial to your SEO and marketing plan.

Create SEO Friendly Content

After identifying your keywords you will need to create content based around your keywords. SEO friendly content could be in the form of blogging, how-to's, forums, etc.

Build Local Citations

Citations are essentially online mentions of your business that include your NAP (name, address, phone number) information. Create local citations in sites like Angie's List, Yellow Pages, and other local directories.

Display Online Reviews and Ratings

Personal recommendations are one of the #1 ways people decide where to go, or what to do/purchase and online reviews from real-life customers are one of the biggest indicating factors on whether or not a consumer will be happy with your product or service.

Local Facebook Advertising

Facebook has over 2.2 billion active users everyday making it the largest social network on the planet. Facebook's micro-targeting abilities and affordable advertising make it a great platform to run ads for your business.