



Triad Web Advisors

presents...

The Importance of Local SEO

How to Make Your Business Stand Out in Local Search Results

with Beth Livingston



What You Will Learn Today

- What SEO is and is NOT
- The Different Types of SEO
- The Importance of E-E-A-T
- The Trifecta of Your Local Online Presence
- Biggest Mistakes Folks Make with Local SEO
- How You Can Optimize the Trifecta to Boost Local Search
- Bonus – Download the slides and free SEO Checklist

My Past

- M. Ed. in Instructional Design
- Training Specialist
- Technical Writer
- IT Business Analyst
- Project Manager



My Present

- WordPress Solution Provider



- International Speaker
- WordPress Meetup Organizer
- Online Educator



What is SEO?

The practice of continuously positioning your business (or website) with the goal of getting more organic (non-paid) traffic.

What SEO is not?

It is not a set-it-and-forget-it endeavor.

Types of SEO

- **On-page SEO:** Anything you do with **website content** to improve rankings
 1. High-Quality, Relevant, Fresh Content
 2. Keyword Optimization
 3. Meta Descriptions
 4. Header Tags (H1, H2, H3, etc.)
 5. Optimizing Images

Types of SEO

- **Off-page SEO:** Anything you do **outside of your website** to improve rankings, such as building backlinks
 1. Google Business Profile
 2. Local SEO and Directory Listings (Citations)
 3. Social Media Marketing
 4. Backlink Building

Types of SEO

- **Technical SEO:** Anything you do on the **technical side** of things, such as improving page speed
 1. XML Sitemap Creation and Submission
 2. Website Speed Optimization
 3. Mobile Responsiveness
 4. Image Alt Tags
 5. Structured Data Implementation (schema)

It's Not Always Objective

E-E-A-T

- Stands for expertise, experience, authoritativeness, and trustworthiness.
- Comes from Google's Search Quality Rater Guidelines—a 168-page document used by human quality raters to assess the quality of Google's search results.

The Trifecta of Online LOCAL Presence

Your Website



Google
Business Profile



Listings, Citations, and Backlinks

E-E-A-T Boosters



1. Social Media
2. Reviews
3. Links with other local businesses
4. Local volunteer opportunities
5. Blogging about local events

5 Biggest Mistakes

1. Neglecting Google Business Profile
2. Inconsistent NAP
3. Ignoring Reviews and Ratings
4. Failing to Produce Local Content
5. Not Building Local Backlinks

Your Website

1. Optimize content (keywords)
2. Improve the user experience
3. Publish local content – often
4. Link to local businesses (and ask for a backlink)
5. Get a technical SEO audit



Google Business Profile

1. Claim or create your Profile
2. Ensure your information is kept up to date
3. Ask for reviews
4. Respond to all reviews (positive and negative)
5. Post updates, offers, events, and news to GBP
6. Add photos
7. Get Help



Citations and Listings

1. Perform a Google search on your business
2. Drill down 3-4 pages if necessary to find any citations or listings
3. Ensure the listing site is reputable
4. Ensure the information matches your Google Business Profile



Need Help?

The main goal of my website is to _____.

Sell products online

Capture leads for services I offer

Educate visitors about my business

Educate visitors about a certain topic via my blog



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Thank You



beth@triadwebadvisors.com

Questions?

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