



Local SEO Strategies

Conductor Expert: A Live Training Series

Winter 2024

Agenda



Presentation Duration:

45 minutes



Facilitators:

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Director
- Mollie Barz, Instructional
Design Lead

Today we will review the following:

- Learn the ins and outs of local SEO
- Identify workflows within Conductor to help track and report on your local strategy
- Questions?



Poll Question

Look to the poll tab to participate.

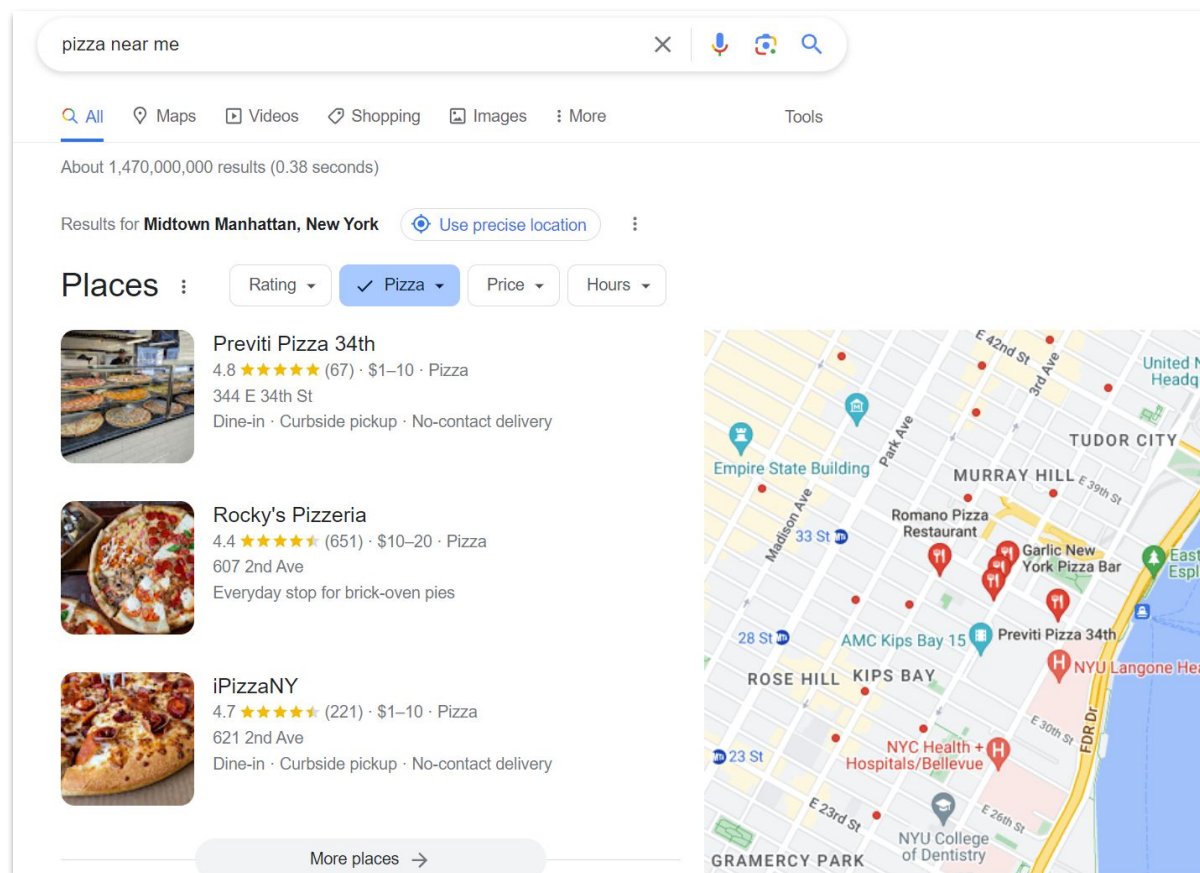


The background features a complex, abstract composition of overlapping organic shapes. Large, irregular teal shapes are scattered across the frame, some containing smaller cream-colored circles. Dark grey, wavy, horizontal bands create a sense of depth and movement. The overall aesthetic is modern and graphic.

Local SEO Ranking Factors

What is a local pack?

Google Map Pack is displayed as a set of three or more Google Maps results when a user searches for a local business



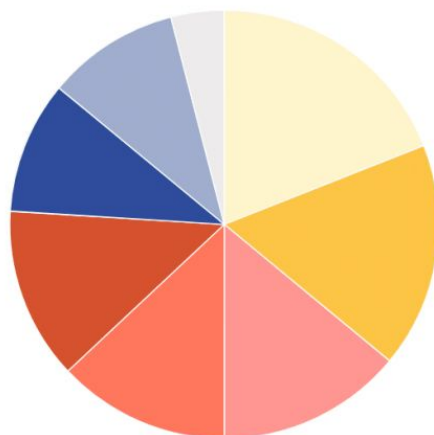
Google Maps results will usually display above the traditional organic search results based on what Google feels is the most relevant search for the user

Over 33% of all mobile searches are location-specific

Optimizing for the local pack can ensure we show up in that #1 organic listing

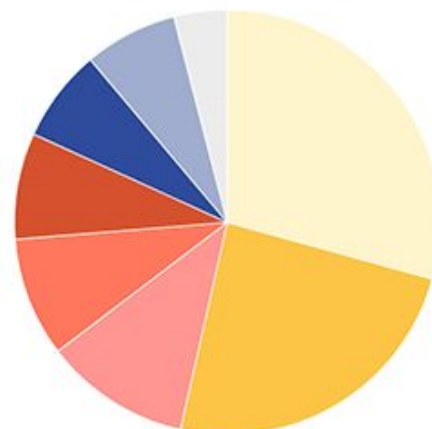
Local SEO Ranking Factors

Local Pack/Finder Ranking Factors



1. **My Business Signals** (Proximity, categories, keyword in business title, etc.) **19%**
2. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **17%**
3. **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) **14%**
4. **Citation Signals** (IYP/aggregator NAP consistency, citation volume, etc.) **13%**
5. **Review Signals** (Review quantity, review velocity, review diversity, etc.) **13%**
6. **Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) **10%**
7. **Personalization** **10%**
8. **Social Signals** (Google engagement, Facebook engagement, Twitter engagement, etc.) **4%**

Localized Organic Ranking Factors



1. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **29%**
2. **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) **24%**
3. **Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) **11%**
4. **Personalization** **9%**
5. **Citation Signals** (IYP/aggregator NAP consistency, citation volume, etc.) **8%**
6. **My Business Signals** (Proximity, categories, keyword in business title, etc.) **7%**
7. **Review Signals** (Review quantity, review velocity, review diversity, etc.) **7%**
8. **Social Signals** (Google engagement, Facebook engagement, Twitter engagement, etc.) **4%**

Defining Some of the Local Ranking Factors

Link Signals

Provide Google with context on how important your site is for its users, by way of reviewing links from both your site and other sites to yours.

On-Page Signals

Inclusive of title tags, meta descriptions, ALT tags, keywords within heading tags and on-page content

Behavioral Signals

Clicks that your site is getting vs. others in the space. Also known as the “popularity” of your site.

Personalization

The concept of maximizing your website, content and business for a target audience.

Citation Signals

Mentions of your business name, address and phone number that’s not part of your company. Also referred to as NAP.

Reviews & Social Signals

Reviews and social signals are checked for relevance by Google to determine quality and popularity.

Tips for Optimizing Your Google My Business Listings

Ensure All Fields Are Filled In

Make sure your profile communicates what your business does, where it is and how they can contact you.

Include Target Keywords

Like everything else with SEO, keywords are important. Include them where possible in your profile.

Keep Hours Up to Date

Include your business hours and update them as they change. Ensure you have a process in place if you have several locations for keeping these updated.

Add Photos

Businesses with photos on their profiles receive 42% more requests for driving directions and 35% more click-throughs to websites than ones without*

Manage & Respond to Reviews

Interacting with customers helps perception of your business and also increases your business' visibility in results.

Leverage Special Attributes & Product Catalogs

Research what's available for your business inside of GBP and use it!

Final Tips for Local

Do Localized Keyword Research & Track by Location

Conductor allows you to understand local MSV and report out on local performance through our platform - leverage these tools!

Consider Testing Localized Content

In some cases, creating hyperlocal content can give you an edge over competitors. Think about what local users might be interested in and test out adding it to your pages.

Establish Governance & Process Around Listings

Ensuring consistency in your listings can be overwhelming depending on the number of locations your business has. Establishing governance over who has access to these listings can greatly diminish inconsistencies.

Tips for Learning

- Log in at app.conductor.com to follow along.
- Ask questions or add your comments/thoughts via the chat.
- Revisit the workflow after today's webinar.
- Reach out to our Conductor Support team at 24/5.



Join Us Again Soon

Check out all our live training webinars.

www.conductor.com/lp/live-training/



Thank you!