



SECRET 9

FOCUS ON GEO
RELEVANCE

Focus on Geo Relevance

When most people think of local search, they think of placing their business in local directories and setting up their GMB profile. But local geo relevance is much more than this. In fact, it can be one of your biggest opportunities for growth in 2019.

A way for you to make your content stand out is to write helpful local content related to your business. For instance, a plumbing business in the North East could write about how to avoid the effects of freezing pipes, while a plumber in southern California might write content about low flush toilets and how to conserve water. This kind of local-based content not only makes you more relevant but at the same time helps you boost your web results.

Local content should be added to your blog or directly onto your service pages. Some types of geo-relevant content that work well include:



Local events



Content related to your industry that can be helpful to people in your area such as "How will this holiday weekend affect traffic on the 405?"



Recent photos and videos of jobs you have completed



Helpful local resources



Local directories



Local charities and sponsorships



Local statistics



Reviews that include mention of the location



Local news stories related to your business

Besides making your site relevant for location-based keywords, you ultimately want to position yourself online as the local thought leader in your field.

Creating local content should be included in your blog, social media, reviews, and local landing pages. It is a good idea to focus more on video and image-based content as users, especially on mobile, have less patience for written content.



Focus on building content around the local areas that you serve. Make sure that the content is helpful, unique, and includes geotagged photos and video.

NATIONAL POSITIONS' LOCAL RANKING SECRETS

21 STRATEGIES FOR CRUSHING YOUR COMPETITION IN 2019

For 15 years National Positions has been at the forefront of the digital marketing industry. We focus on combining the worlds of technology, data analysis, and creative design into our digital marketing strategies. Our data and know-how alone give us the edge required to effectively help our clients beat the competition. We focus our strategies on driving more traffic to your business, nurturing your lead pipeline, and helping convert your leads more rapidly. We look forward to helping your brand and business reach new heights in 2019 and beyond.

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