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*Presents*

# The 'Holy Grail' of LOCAL Marketing (LOCAL CheatSheet)



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(LOCAL CheatSheet)



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## Hey there!

U.S. businesses of all sizes are expected to spend \$154.6 billion on local advertising in 2020.

Local marketing growth is being driven by low unemployment and general optimism for future growth, which has led to greater consumer spending as well as a desire among advertisers to capture those dollars.

But what does this mean for Local brand and businesses? Well, it all boils down to 5 CRITICAL elements that contribute to a successful marketing campaign:

1. Listing management

2. Local SEO
3. Local landing pages
4. Reputation management
5. Paid search and social media

In what follows we will discuss each element individually to discover the latest trend and best practices that you as a local marketer can take advantage of.

## 1. Listing Management

The foundation of successful local marketing is clean data and accurate listings – including NAP, maps, photos, and business hours.

Every mention of your business on the web is known as a 'citation' and may include all or part of your NAP. Making sure this information is consistent is crucial to being found locally; even minor discrepancies in a company name ('ABC Corp.' vs. 'ABC Inc.') can have a negative impact on your results.

National brands lose a huge amount of local business every year due to inaccurate online listings and the poor SERP rankings that result.

Perhaps nothing can turn away a potential customer more than a disconnected phone number or a closed store.



Unclaimed listings occur when online directories index and publish business pages for your business without your knowledge through scraping the web or purchasing outdated business data.

Once these listings are published, Google may create a business page from this data, which often means the correct category for your business has not been selected, your keywords have not been targeted, and other information may be inaccurate as it was obtained from unreliable sources.

Claiming your listings also gives the site publisher a direct, verified relationship with your organization. It establishes your brand as the listing's owner and gives you control over all content and updates. Several LMS vendors will claim listings on their clients' behalf as part of their listing management services. Table 5: Five steps to effective local marketing Listing management.

## 2. Local SEO

Local SEO is a regularly changing discipline with its own specific rules and best practices that are often distinct from general SEO. However, local SEO and listing management are closely linked: accurate, complete, and consistent listings improve search engine rankings. As search algorithms continue to drive more relevant results based on user locations, it has become more critical to optimize local landing pages with neighborhood information. Google in particular is constantly updating its API to enable more efficient SEO.

Local pages need to be found on their own, as well as through your national brand site.

This means localizing how your site is coded; how you treat name, address, and phone number; and how you structure your URL through the following:

- Localize title tags to include city and state names;
- Optimize meta descriptions beyond brand name to include product categories;
- Implement localized schema markup for local business names, addresses, and phone numbers;
- Localize URL structures to include street names and product categories;
- Localize on-page business content to include hours, driving directions, and local descriptions.

All location data should be optimized to maximize your SEO efforts. This includes location data changes, new store openings, store closings or moves to new locations, business hours changes, holiday hours, etc.



It is essential that this data is current and fed to internet yellow pages (IYPs) since search engines cross-verify their data with IYP data. When the data matches, it becomes trusted, verified data and results in better rankings.

As search algorithms continue to drive more relevant results based on user locations, it has become more critical to optimize local landing pages with neighborhood information.

### **3. Local landing pages**

Each brand location should have its own mobile-friendly landing page. Consumers are looking for you locally – often on the go – and a local landing page can be the hub for all local marketing and SEO efforts.

It captures consumer demand, streamlines marketing efforts, and provides metrics for future campaign optimization, which is extremely important when you are relying on thousands of local websites.

Local landing pages should be simple yet comprehensive, featuring the business name, address, phone number, products carried, store hours, and even a photo of the business owner or storefront.

# CREATING THE PERFECT LOCAL LANDING PAGE



These pages should be responsively designed with title tags and descriptive schema markup to send information to the search engines. Incorporating trackable local phone numbers can help you capture the growing audience of mobile phone users that want to contact local businesses and enable you to measure campaign performance.

Links to review sites such as Google My Business, Yelp, Facebook and other industry relevant sites such as TripAdvisor should also be included. Store locators also should be easy to browse and responsively designed for mobile users.

Apply product feeds to local landing pages to provide users with access to “in-stock” products or real-time inventory.

## **4. Reputation management**

Major search and review sites assign significant weight to online reviews. Google’s review count and score are factored into local search rankings, meaning that a business’s local ranking will improve the more reviews and positive ratings they have.

Customer reviews are some of the most compelling marketing content available to businesses and have the greatest potential to influence new customers. The best way to increase the number of positive reviews being written about your locations is to ask customers to write them.



Make it easy to do so by including a widget or button that offers one-click access to review writing. However, it is important to encourage reviews in a way that does not imply a quid pro quo. Many companies still offer incentives or contests to gain reviews, but Yelp does not permit solicitation of any kind and will punish brands that do this.

Google allows businesses to encourage reviews by reminding customers to leave feedback on Google. However, Google's Local Review Policy prohibits businesses from offering money or products for writing reviews, as well as setting up review stations or kiosks within a store.

## **5. Local paid search / social**

Paid media – namely search, display, and social – are core components of a sound digital marketing strategy.

Native social advertising that can be geographically targeted are now commonplace across networks such as Facebook and Twitter. Localizing your brand's paid search or social efforts is essential, as consumers have come to expect local and personally relevant results and content.





Google's Promoted Pins across Google.com and Google Maps, are one way for brands to connect with mobile consumers and drive offline conversions. Customizing messages for users in a particular geographic market can communicate the right per-store promotional information and communicate offline "flash sales" digitally.

Local search and social can be used to capitalize on regions where business is strongest or become a lever that can supplement marketing in underperforming regions to increase awareness and improve sales.

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✓ **LocalKeywords360 Software (Integrated)**- Find targeted local keywords in a snap **(Highly relevant to your client's location)!**

✓ **RankChecker360 Software (Integrated)** - Allows you to check "Precise" Google rankings for your prospects and customers. (This means you will get the exact same results your client would see if they search from their home city) - **An Absolute MUST HAVE!**

✓ **SEOComparison360 Software (Integrated)**- Allows you to select any lead or insert a custom URL to check against the top 5 competitors of this business based on the primary keyword.

✓ **1 Click Logo Branding** - Works for every internal audit report generated and downloaded from Mapify360. **(This will make your Reports Personalized and Branded with your own Agency Logo)**

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- [+] Inspect any Lead CitationProfile
- [+] Publish Citations for Leads
- [+] Detect Missing Citation from the most Targeted Sources.
- [+] Export Report with Verified/Missing Citations for any Lead.
- [+] You can even give it a custom URL to search!

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