



# 5 Ways Local SEO Differs from National SEO



# GUESSING

“Guessing is harder than knowing.”

– Orel Herschiser



# TODAY

- **Our definition of Local vs Global SEO**
- **5 ways they are the same**
- **5 Local SEO differences**
- **Summary Q&A**
- **Next steps**

# **SEARCH ENGINE OPTIMIZATION\***

- **Increasing Quantity and Quality of website traffic**
- **Search engines are answer machines**
- **Knowing searcher's intent**
- **Fulfilling the searcher's intent in a way search engines understand**

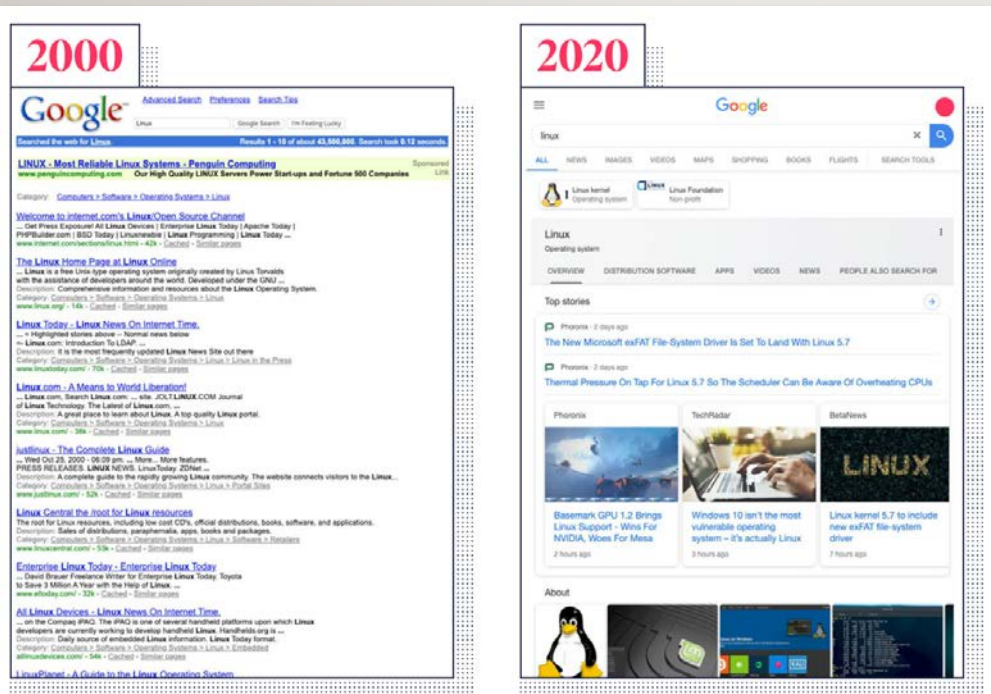
**\*via Moz.com**

# GOOGLE

- US 87%
- “If you can make it there. . .”



# WE'RE #1!



How a search for "Linux" has changed. In 2000, Google only returned "organic" results, ads, and a category header. Now the top of the page is full of Google products and "answers." Source: 2000 screenshot/Archive.org

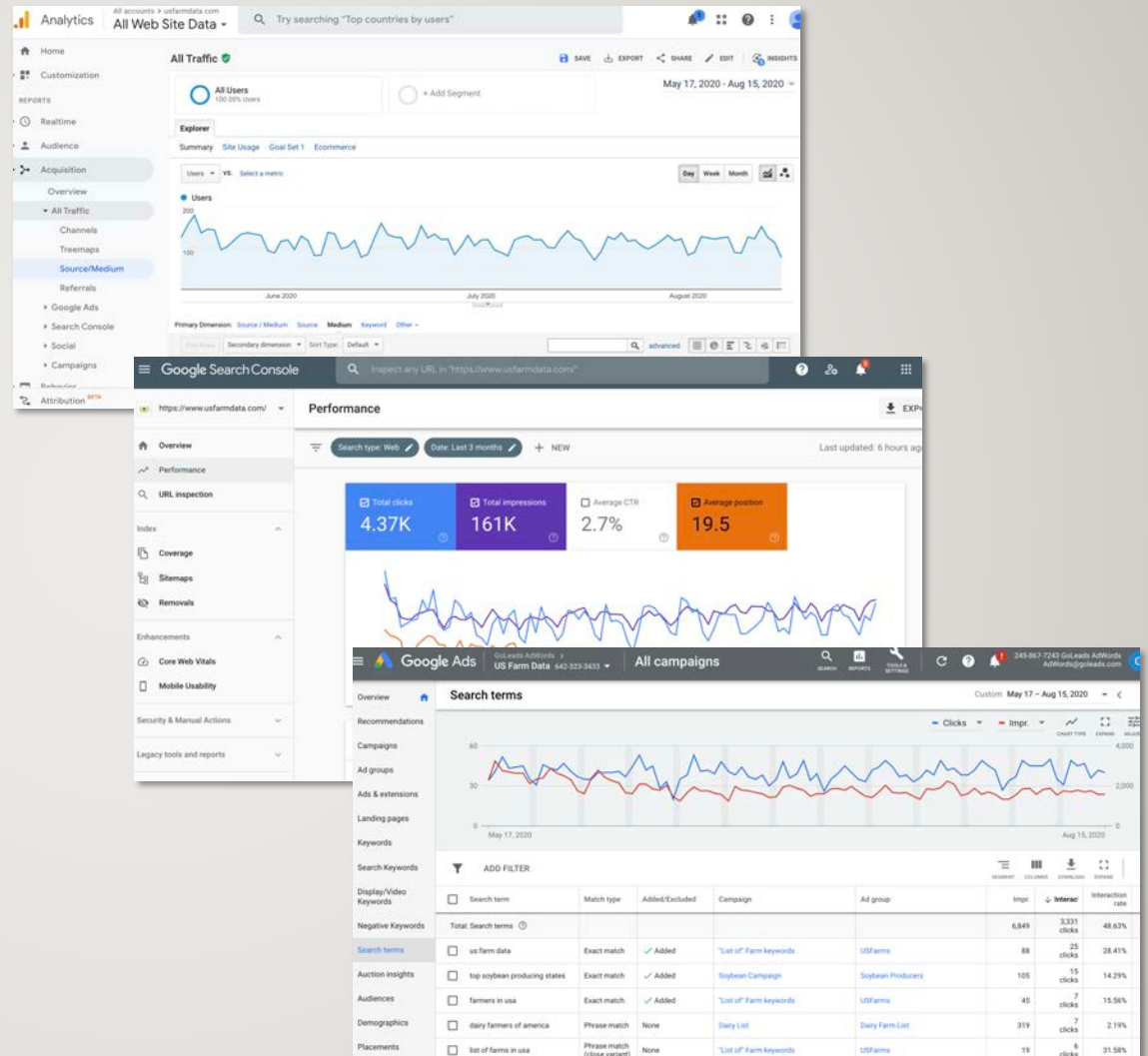
via themarkup.org

- Location, location, location...
- Not #1 anymore
- Paid search clicks up 44% desktop – 125% on mobile!\*

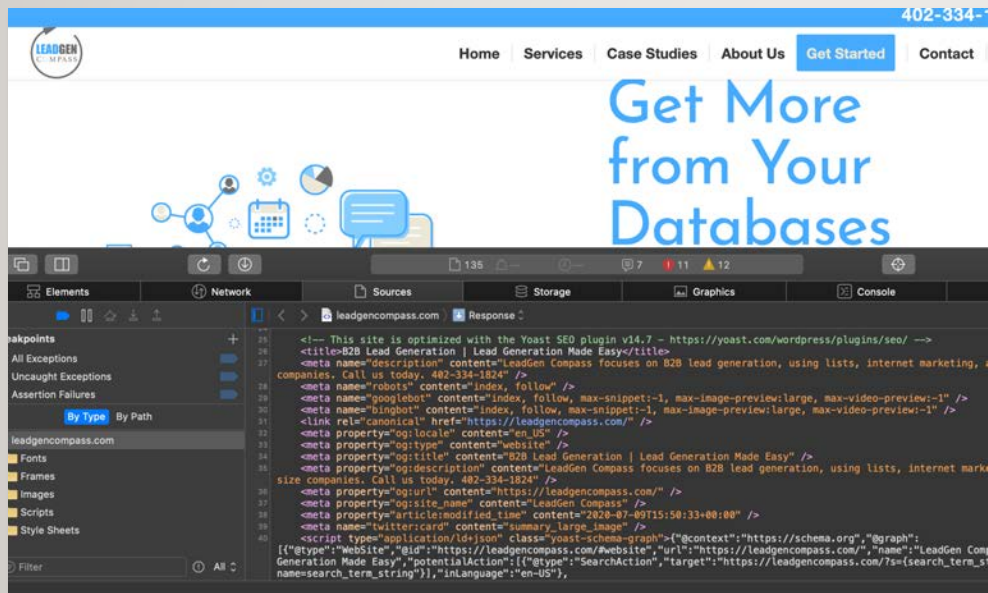
\*Sparktoro

# TOOLS

- Google is as Google does
- Get everything talking
- Hook up those sitemaps!



# PRIORITIES & PROCESS



- Fulfill search intent in a way search engines understand.
- Title, H1, description, alt, H2/H3, internal-external links



# LOCAL

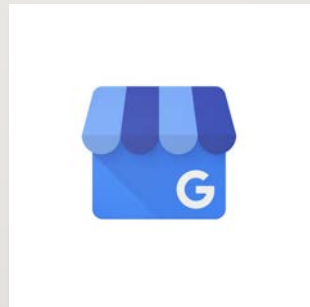


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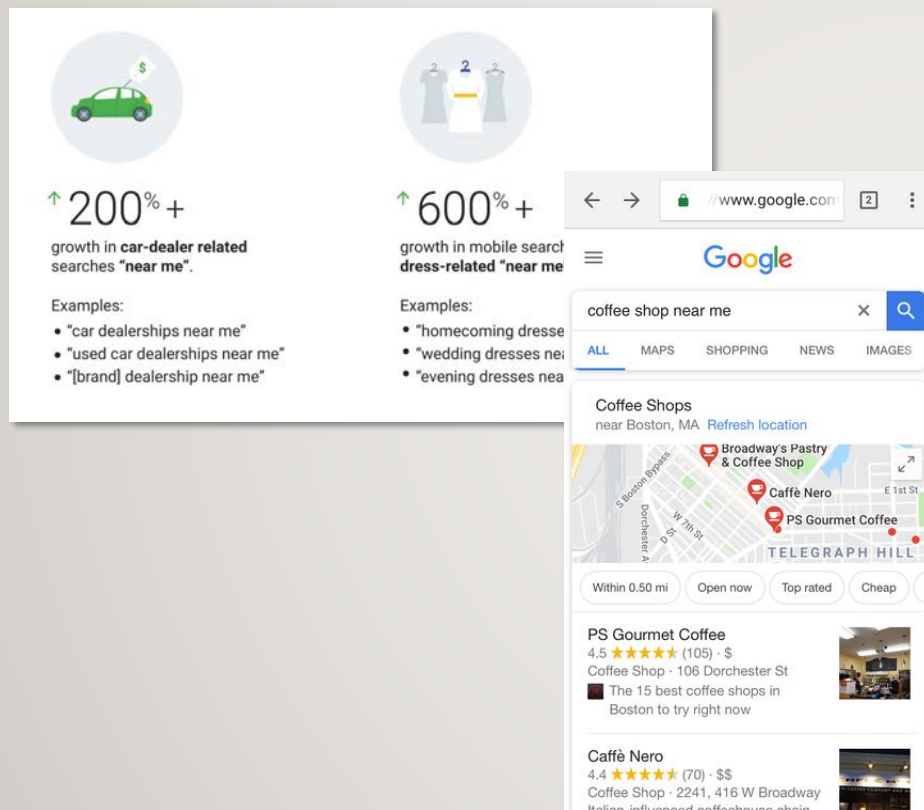
# GOOGLE MY BIZ

- **Good for all, vital for local SEO**
- **Claim it, update it, think like a user**

The image shows a Google search for "us farm data" with approximately 1,250,000,000 results. A red arrow points from the search bar to the top of a Google My Business listing for "LawnNow Inc." in Chesapeake, VA. The listing is in a "Pending review" state. The listing details include: "LawnNow Inc.", "Landscape designer", "Lawn care service", "No location, deliveries and home services only", "Service areas" (Chesapeake, VA, USA; Suffolk, VA, USA; Portsmouth, VA, USA; Newport News, VA, USA; Virginia Beach, VA, USA), and "Hours" (Sunday Closed, Monday 9:00 am - 5:00 pm). The right-hand side of the listing shows a "Pending review" notification and options to "Advertise easily in minutes", "Close or remove this listing", "Google Assistant calls", and "Advanced information" (Store code, Labels).



# “NEAR ME” MOBILE



**↑ 200%+**  
growth in **car-dealer related** searches “near me”.

Examples:

- “car dealerships near me”
- “used car dealerships near me”
- “[brand] dealership near me”

**↑ 600%+**  
growth in mobile search **dress-related** “near me”.

Examples:

- “homecoming dresses near me”
- “wedding dresses near me”
- “evening dresses near me”

**Google**  
coffee shop near me

ALL MAPS SHOPPING NEWS IMAGES

**Coffee Shops**  
near Boston, MA Refresh location

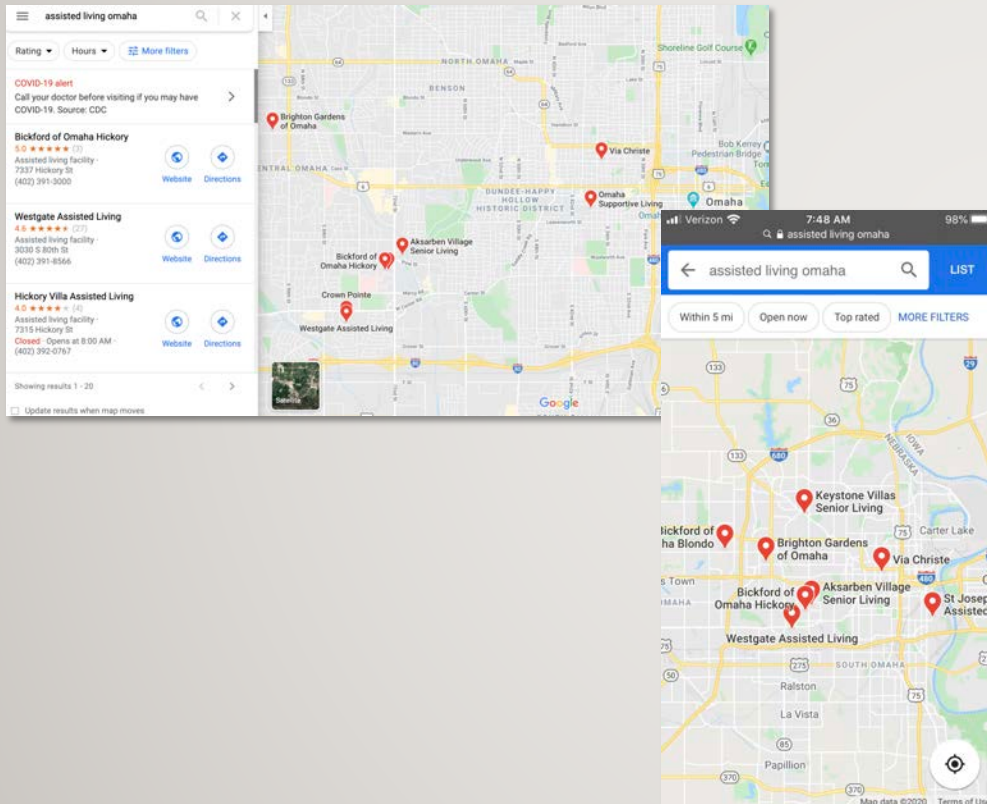
Within 0.50 mi Open now Top rated Cheap

**PS Gourmet Coffee**  
4.5 ★★★★★ (105) · \$  
Coffee Shop · 106 Dorchester St  
The 15 best coffee shops in Boston to try right now

**Caffè Nero**  
4.4 ★★★★★ (70) · \$\$  
Coffee Shop · 2241, 416 W Broadway  
Italian-influenced coffeehouse chain

- **What’s close to you?**
- **Relies on My Biz and your site listing**
- **Buy some traffic**

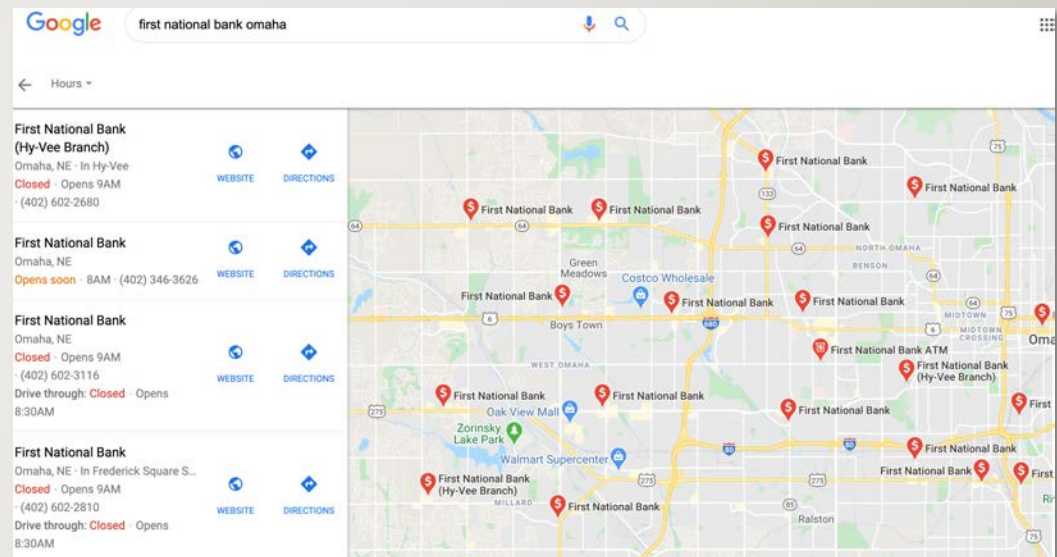
# MAP SEARCH



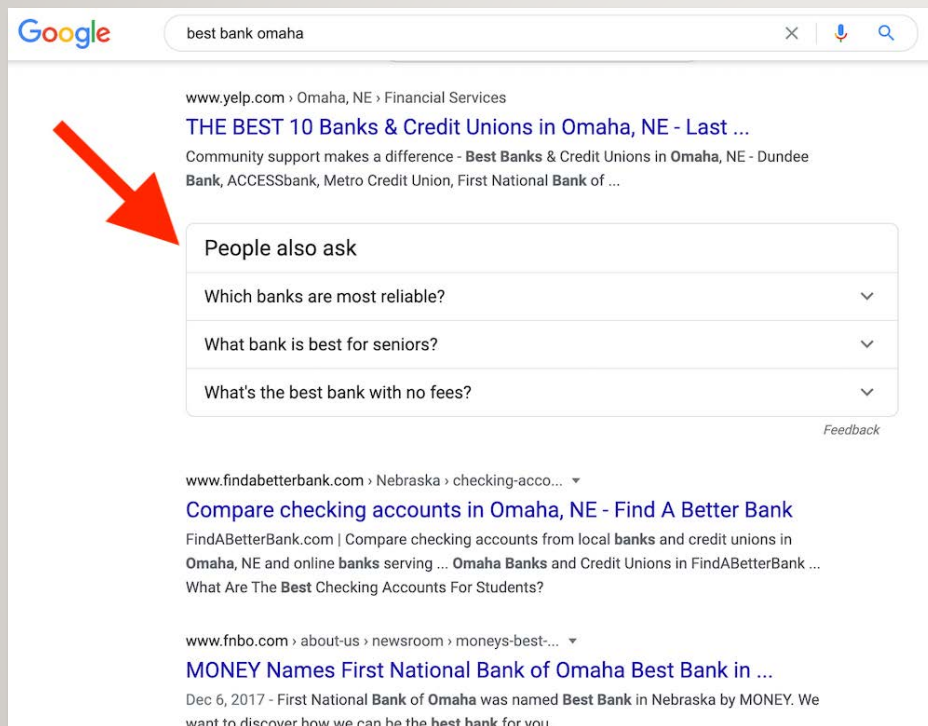
- In local search, maps are prominent
- How long can you go without opening Google Maps?

# ADDRESS MATCHING

- Multi location?
- Distinct navigation
- Unique content
- Embed your Google My Business maps



# PEOPLE ALSO ASK...

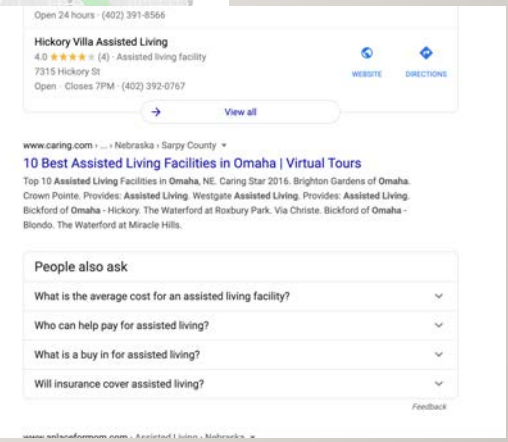
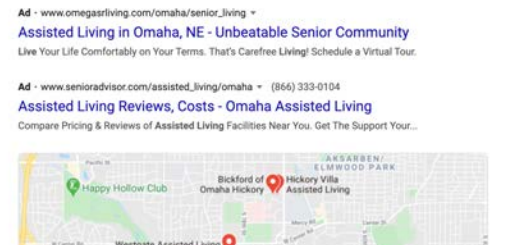
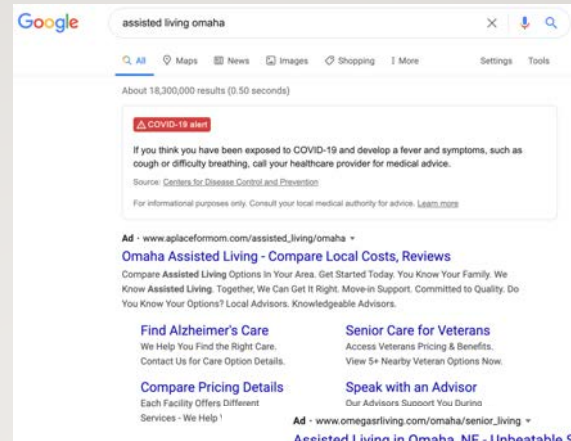


Google search results for "best bank omaha". The search bar shows "best bank omaha". The first result is from yelp.com, titled "THE BEST 10 Banks & Credit Unions in Omaha, NE - Last ...". Below this result is a "People also ask" section with three questions: "Which banks are most reliable?", "What bank is best for seniors?", and "What's the best bank with no fees?". A red arrow points to the "People also ask" section. Below the "People also ask" section are two more search results: one from findabetterbank.com titled "Compare checking accounts in Omaha, NE - Find A Better Bank" and one from fnbo.com titled "MONEY Names First National Bank of Omaha Best Bank in ...".

- **Google wants to help the user.**
- **Help Google help the user help you.**
- **H2, H3, H4, <ul>**

# REVIEWS

- Optimize for review sites
- Ask, ask, ask again
- Prompts help match to user's decision stage
- Yelp, ugh.



# THE BIG 5

- **Google My Business Tool**
- **“Near Me” searches**
- **Map Optimization (multi locations)**
- **Google’s On Page Answers**
- **Reviews**



# NEXT STEPS

- **Get clear on what your organic traffic is today.  
(we use organic/(none) to start)**
- **Set a target/goal**
- **Find best/converting terms to work on  
(we test with paid search)**
- **Get to work!**

**QUESTIONS?**



# WAYS WE CAN HELP

- **SEO Strategy**
- **Outsourced SEO work**
- **SEO Projects**



# THANK YOU!



## 5 Ways Local SEO Differs from National SEO



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