

Local SEO Strategies with Doron Milner

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Tip #1 - Social Media

- Have your profile setup on sites like Facebook, Twitter, LinkedIn, maybe even Instagram, that's a great way to engage with your customers already. Any blog post or any content that you have, you should try and share across multiple platforms as it is and you're getting more use out of there. Putting links to your social media accounts. Make sure that you have the exact the Directory Listing details as you have in Google My Business.

Tip #2 - Google Maps

- Google map showing where your business addresses with a written down address of where you are, and phone number so that Google can crawl that and see that on your website. It's the same address that's on your Google Maps listing, which is the same as on your social media profile. Again, consistency is key with all of this.

Tip #3 - Mobile and Tablet Friendly and Loading Speed

- It would be better if it was mobile friendly, and it loaded faster and it may be worth investing in a company to to update your site or at the very least make a mobile version of your website, which you can do as well, if it's not a responsive mobile friendly site.

Tip #4 - Backlinks

- Referring businesses that you trust and that you know your customers may need on your website. When you go out and do networking, you can speak to businesses that are relevant to yours are related to yours and ask if they wouldn't mind putting a link you could even write an article so local article, a blog post about local event that's happening.

Tip #5 - Website Authority

- Google knows that some sites have more authority than other sites. Some sites have visited by more people, more people listen to, or respect some sites than other sites. If you get a site link from a new site, a local newspaper, that's going to have a lot more weight than if you get a link from just a friend that has a blog.

Tip #6 - Online Reviews

- Reviews are going to be about 13% of your your overall SEO local strategy. Start getting reviews and people respect those reviews and that they are going to start looking for them, get those reviews on Facebook as well.