

HOW TO IMPROVE LOCAL SEO FOR SMALL BUSINESS



WHAT IS LOCAL SEO

The process of optimizing a business's online presence to improve its visibility in local search results on Google and other search engines. It is crucial for businesses that serve a specific geographic area, such as restaurants, law firms, dental clinics, and service providers like plumbers or electricians.

OPTIMIZE YOUR GOOGLE BUSINESS PROFILE

- Claim and verify your profile.
- Add complete business details & images.
- Encourage customer reviews.
- Update posts, offers, and events.



ENSURE NAP CONSISTENCY

Keep Name, Address,
Phone (NAP) uniform.

List on Yelp, Yellow Pages,
Bing Places.

Regularly audit and
update info.

BUILD LOCAL BACKLINKS

- Partner with local businesses.
- Get featured in local directories & blogs.
- Engage in guest blogging.





USE CUSTOMER REVIEWS

- Ask satisfied customers for reviews.
- Respond to all reviews professionally.
- Display testimonials on your website.

OPTIMIZE FOR MOBILE & SPEED

- Ensure a mobile-friendly website.
- Improve page load speed.
- Use Google's Mobile-Friendly Test.

IMPLEMENT LOCAL SCHEMA MARKUP

- Use structured data for better visibility.
- Include business info in schema markup.
- Validate schema using Google tools.

THANK YOU

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