

LOCAL SEO - What we do and why we do it

Create a separate page for each service provided

Having a separate page dedicated to each service allows us to optimise that page heavily around the target keywords in a way that you can't with all the services listed on one page

Key service have 300+ words of content

Insufficient content will decrease the chances of the page ranking highly. If competitors have 500 words, build 600-700 words of meaningful content. Use LSI keywords.

Create Local Service Landing Pages

Allow us to rank for searchers looking for <SERVICE> when searching from <LOCATION> as well as searching <LOCATION> <SERVICE> (eg, North Sydney Plumbers).

Google My Business Optimisation

Greatly helps improve legitimacy in Google's eyes if they can send a postcard somewhere and have it be received by someone. Optimise by having 5-10+ images, appropriate category and tags chosen.

Build Directories / Citations

Improve NAP (Name, Address, Phone) consistency to reiterate to Google that the company is legitimate and helps rank for local terms

Clean up and fix incorrect directories / citations

Incorrect NAP confuses Google. Keeping these correct is important. We can reach out to websites to fix up incorrect directory listings.

Link Build to key service / location pages

Rank higher for keywords related to service / location. This along with content is going to be the primary boost to keyword rankings.

Modifiers

Specific Services Computer Repair, Virus Removal, Malware Removal, Computer Upgrades, Printer Installation

Brand Fujitsu Air Conditioner, Samsung Air Conditioner

Greater Region Hunter Region, Greater Sydney

Area/District Northern Beaches, Sydney Metro

Price Cheap, Affordable

Trust Builders Reviews, Testimonials, Case Studies, Before and Afters

Consider creating pages with <MODIFIERS> <SERVICE> <LOCATION>, eg, **Cheap Air Conditioning Installation** North Sydney

Local SEO Landing Pages

Build local landing pages only for the most important cities/locations.

Make sure the pages are unique.

Feature your landing pages in the main navigation.

Be sure to provide all the information a customer needs to achieve their goal.

Include Multiple CTAs - Ensure the Phone Number, Email Address and Quote Form are all prominent and don't ask for more information than is needed (unless you are happy to get less conversions).

Google Wants:

--Location & Branch details available on individual pages

--Location pages are crawlable by Google

--Information should be presented in an easy to understand format

--Use Schema (Structured Data Markup)

--Must be mobile friendly

Include:

Address

Business Hours

Phone Numbers

Services Available at the location

URL Structure:

/locations/ - list all service areas

/locations/northern-beaches/ - list all locations serviced in a region/area

/locations/northern-beaches/manly/ - specific city/suburb location page

Useful, Unique, Quality Content:

-Truly unique description of the services you provide and how they relate to the location

-Customer Reviews - Use Schema to try for rich snippets (star ratings) in search results.

-Maps - A custom Google Map to show the service area

-Photos - Photos of jobs taken in the target location can be geo-tagged and included in a gallery of local work.

-Directions or parking details - where relevant, include.

-Clients - Any high profile clients you work with in the area



Lead Gen SEO - What we do and why we do it

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| Key service pages to have 300+ words of content | Insufficient content will decrease the chances of the page ranking highly. If competitors have 500 words, build 600-700 words of meaningful content. Use LSI keywords. |
| Create a page for each service provided | Having a separate page dedicated to each service allows us to optimise that page heavily around the target keywords in a way that you can't with all the services listed on one page |
| Include Customer Service Content | Great example on Houzz.com or consider using Answer The Public to find more/other questions that you could answer |
| Ensure that CTAs (call-to-actions) are prominent and visible | Making CTA buttons bigger, phone number text bigger, highlight the contact us page in the top menu a colour that stands out, email addresses to be clickable. |
| Google My Business Optimisation | Greatly helps improve legitimacy in Googles eyes if they can send a postcard somewhere and have it be received by someone. Optimise by having 5-10+ images, appropriate category and tags chosen. |
| Build Domain Rating - Directories, Socials and Link Building | Links improve DR. Directories are easily attainable and help reiterate NAP. Every company that is serious about what they do should be on social media (minimum Facebook). Link building improves DR and helps rank for specific groups of keywords. |

Lead Gen SEO - What we do and why we do it (cont)

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| Contact Form on every page where relevant | Significantly improve Conversion Rates by making people not have to click (issue #1) and wait 3-5 seconds (issue #2) to let them convert. |
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Modifiers

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|-------------------|--|
| Specific Services | Computer Repair, Virus Removal, Malware Removal, Computer Upgrades, Printer Installation |
| Brand | Fujitsu Air Conditioner, Samsung Air Conditioner |
| Greater Region | Hunter Region, Greater Sydney |
| Area/District | Northern Beaches, Sydney Metro |
| Price | Cheap, Affordable |
| Trust Builders | Reviews, Testimonials, Case Studies, Before and Afters |
| Best / Top | Best Air Conditioners, Top Air Conditioner Brands, Award-Winning Air Conditioner Brands |
| Alternative s to | Competitor, Competitor Product |

Common Pitfalls / Tips

Check CTAs, Contact Forms / Checkout **Actually** Work

Changed the URL of a page? Ensure you 301 redirect /old-name.html to /new-name.html or you'll lose your rankings

eCommerce SEO - What we do and why we do it

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| Find low hanging fruit | Find products that are ranking on the bottom of page one or high on page 2 and link build to them to increase rankings to quickly get extra sales revenue. Do the same for categories/subcategories. |
| Create additional categories and subcategories (KWR&M) | See Modifiers & Types below for ideas. Wherever you have 2+ products that can be categorised in a specific way, create a category or subcategory for them and add 300 words of content to the page. |



eCommerce SEO - What we do and why we do it (cont)

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| Link build to top level categories / profitable subcategories | Focusing top level categories gives 'link equity' to all the subcategories. Subcategories are good targets for profitable niche subcategories. |
| Product Names include Modifiers, SKU, etc | 1.75 Carat Princess Cut Diamond Engagement Ring in 14k White Gold PCDER1.7514kWG allows the product to rank for lots of long tail keywords |
| Optimise Priority/Profitable Products | 150+ words of content. Include specifications of product. Potentially Find Product Questions on eBay or Amazon and include them in FAQs or your product description. |

Shop By / Subcategory ideas

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| Modifiers | Stretchy Jeans, Faded Jeans |
| Types | Red Delicious Apples, Granny Smith Apples, Fuji Apples |
| Brands | Nike Shoes, Asics Shoes, |
| Styles | Mini Dresses, Maxi Dresses, Skater Dresses |
| Colours | Red Dresses, Green Dresses |
| Sizes | Small, Medium, Large, Size 32, etc. |
| Gender | Mens, Womens, Boys, Girls, Male, Female, Don't Assume My Gender |
| By Activity | For Hiking, For Camping, For Cooking |
| Body Descriptive | Curvy, Plus Size, Wide Legged |
| Weights / Volume | 1L, 1kg, 2kg, 100g, 250g, 1 Litre, 1 Kilogram, 100 grams |
| Quantity | 10 pack, 25 pack, 100 pack |
| Lifestyle | Geeky, Nerdy, Cross Fit, Gym Goer |
| Age / Age Range | For 7 Year Olds, Kid(s), Teenager(s), Adult(s) |
| Group | Baseball Team, Football Team |
| Timeframes | 1 Month, 3 Days, Last Season |
| Seasons | Spring, Summer |
| Holidays | Halloween, Christmas, Valentines Day |

Shop By / Subcategory ideas (cont)

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|-----------------------------|---|
| By Occasion/Event | Baby Shower Gifts, Wedding Gifts, Birthday Gifts, Back To School |
| Profession | For IT Professionals, For Pro Gamers |
| Alternatives To/For or Faux | Bread, Milk, Fur |
| By Location | In Sydney, Melbourne Based, Northern Beaches, Manly, Bondi |
| Materials | Denim, Cotton, Metal, Wood |
| Friendly/Safe/Compatible | Vegan Friendly, Kid Safe, Animal Safe, Apple Compatible, Windows Compatible |
| Price | Cheap, Affordable, Under \$100, Under \$1000 |
| Versions | Version 1, V2, Windows 7, Windows 8 |

If someone searches for Flavoured Vodkas, both you and the customer would prefer to land on a page dedicated to your Flavoured Vodka range instead of having to navigate to the page or use a filter, so create it!

Landing Page Tips

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| Craft Attractive Meta Descriptions | It's unlikely to attract much attention from the search results pages if you do not craft a good meta description to get users onto your site in the first place! You have 230 characters to make your first impression. |
| Page Headlines | Keep them clear, concise, mentioning the service/offer and benefits. |
| Call-to-Actions and Buttons | Use a strong CTA. They should stand out, be big, bright and above the fold. <i>Use the right colours for your CTAs</i> |
| Trust Indicators | Logos of well-recognised brands, Google My Business scores, Trust Pilot, Yotpo, Product Review, SSL Certificate Verification. |
| Unique Selling Points (USPs) | Free Shipping, Same Day Shipping, Money Back Guarantee, |



Landing Page Tips (cont)

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| Form Fields | Only ask for information that is absolutely necessary. Need more leads? Have fewer fields. Need more qualified leads? Add more fields. |
| Images and Video | Use them where possible. Pages must have at LEAST one image. Video helps improve dwell time. |
| Go easy on external links | Citing sources? Perhaps consider footnotes instead of text external links to keep people on YOUR website instead of others |
| Reduce Visitor Anxiety | Safe Shopping Seals, Logos of Trade Associations, payment methods available |
| Social Sharing Buttons | Use them and make them prominent but not intrusive. |
| Video Explainers | Can increase conversion rates by up to 80% |
| Improve Your Bounce Rate | No pop-ups, external links open in new tabs, have clear and simple navigation |
| Mobile First -> Tablet -> Desktop | Optimise your website and pages for Mobile first, then tablets, then desktop. |
| Page Speed Is Key | 1 second delay in page speed can result in a 7% reduction in conversions |
| A/B Test | Consider using A/B Testing tools like Optimizely to test different images, headlines, CTAs, etc. |
| Slideshows on all pages | If you're ever wondering if you should use a carousel... |
| Put Yourself In Your Customers Shoes | Set yourself a task of finding a specific product, adding it to your cart, checking out. Is it easy or complicated? |
| Industry-targeted Content | 87% of prospects say that content targeted to their industry is more valuable. |

Landing Page Tips (cont)

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| Impeccable Grammar | Website grammar needs to be flawless. |
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