

SMALL BUSINESS SEO

How Local SEO Wins the SEO Bash for
Small Businesses & Websites.



MULTICULTURAL SOLUTIONS
SEO + WEB DESIGN + TRAINING

Local Search Engine Optimization is the process of getting free traffic from search results on search engines like Google, Bing and Yahoo within a specified radius of the business's operations. Contact us at: clara@multiculturalsolutionsllc.com to learn more

HOW TO LEVERAGE LOCAL SEO

“Google only loves you when everyone else loves you first.” — Wendy Piersall



OPTIMIZE GOOGLE MY BUSINESS

If you haven't already, sign-up for Google My Business and claim your business. This is the single most important factor for local SEO. When you sign-up, don't stop there - complete your whole profile. When people find your business in local search, they are very close to buying. Make it easy for them by providing answers to their questions.

UTILIZE SOCIAL MEDIA

Google does not consider social media interactions in ranking web pages, but they do consider business diversity. What social media does, is, it enhances a business' prominence, which is a local ranking factor. You want your business to feature in people's conversations because the more your business is talked about, the more people will search for it, and ultimately Google will rank it based on that!

TARGET LONG TAIL KEYWORDS

Long tail keywords are typically less competitive as they focus on the natural way of speaking. Businesses that serve multicultural communities might do better targeting these words as that's how their customers will find them. Also, the popularity of voice search means this is one area that's just beginning to scale up.

LIST YOUR BUSINESS

Listing your business with other businesses is another local search gold mine. You know those irritating phone calls from BBB and Yelp? Don't ignore them. List your business with directories, reviewers and business listings to gain traffic. When ready to buy, local customers place a high premium on businesses that appear in these directories.

OPTIMIZE VIDEO CONTENT

So, you have a lot of video; how is it stored? How is it labelled? Can customers easily find the videos? A customer favorite, there are endless possibilities of the kind of content to generate with video. Optimize your videos by making sure they are clearly titled and described.