

LOCAL SEO - What we do and why we do it

Create a page for each separate 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 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 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 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 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.

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

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.
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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/D-istrict	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



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Local SEO Landing Pages (cont)

/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

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.

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

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.
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.

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/D-istrict	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
Alternatives to	Competitor, Competitor Product



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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

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.

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

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
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



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Shop By / Subcategory ideas (cont)

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

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. *Use the right colours for your CTAs*

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,

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.

Landing Page Tips (cont)

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.

Impeccable Grammar Website grammar needs to be flawless.



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