

Local SEO Service Summary



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LOCAL SEO

WHAT'S INCLUDED

WE OFFER 3 LOCAL SEO PROGRAMS

1) Basic Local SEO

Ideal for a business looking for a suburb-based local SEO presence

2) Advanced Local SEO

Ideal for a business looking for a capital city (or other city or regional hotspot) based local SEO presence

3) Multi Location Local SEO

Ideal for businesses with up to 5 locations, working on a local SEO presence for each of the locations

- Local SEO depends on the repeated citation of your business's Name, Address and Phone Number.
- So you will need to provide this information, presented exactly as it needs to be illustrated in local directories.
- Website URL.
- Hours of operation
- We would request 2 reviews per month

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1) CAMPAIGN SETUP INFORMATION

Note, if we are creating a new Google profile, in the verification process, a postcard with a PIN to be sent to the business location. We need this PIN to activate the account. So often the setup process can take 3/4 weeks to complete, assuming prompt delivery of the Google PIN.

2) INDICATIVE MONTHLY WORK

- We will take the correct NAP (Name, Address, Phone) from you.
- We will either create a new Google Places or use the current one.
- We will approve the reviews provided and post them to the Google Profile from different sources at different frequencies to keep them looking organic.
- We will build citations in local directories using the NAP given.
- We will approve other reviews provided, and use these ones for posting on the business directories such as TrueLocal, Yellow Pages etc.
- We will provide Monthly Google Maps Ranking Report, Analytics Report & Work.

3) COMMENTS ABOUT LOCAL SEO & GOOGLE. WHAT'S INCLUDED

The "local SEO placements" area of Google, changes quite frequently. The types of things that change include:

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- The map moving from the right-hand side of the page (among Adwords listings) to the left (within SEO listings)
- The number of listings displayed on page 1 changes
- At the writing of this document, a recent change was to both move the local listings within the organic SEO results, and reduce the number of page 1 local listings to 3. This made the local SEO listings much more competitive than they were previously, where up to 7 listings were displayed.
- You should be aware that Local SEO is an ongoing marketing strategy, not a fixed term. Your profile should be kept up to date, similarly to a profile on other ratings websites (TripAdvisor is a good example). This is the importance of providing us with real reviews for publication.
- Currently, due to Google's recent Local SEO changes, we are not offering a guarantee on these services.