

# HOW TO IMPROVE LOCAL SEO — *WITH* — WORDPRESS



**WebSui**ted



# How To Improve Local SEO With WordPress

*Use this helpful guide to improve your businesses local SEO while increasing your sales.*

Local SEO is considered as a niche in the SEO world, but for many WordPress sites, local is the only type of search results they are interested in.

This guide will help you improve your local SEO by helping you understand what local SEO is and giving you the top tips for ranking in local searches.

The top tips are illustrated using the case study and we give you a full guide to using SEOPress' great Local Business widget.

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## Understanding Local SEO

Local SEO refers to ranking in search engines when search terms indicate that the searcher wanted local, rather than national, results. Search engines can recognize the local intent of searches when the queries contain place names (towns, cities, counties, states etc.).

A good example of a local search term would be “marketing services near me”.

Results for local searches often contain map-based results, as well as organic and paid results.

Search engines such as Google will also interpret certain searches as having local intent, even if they do not specifically mention a place name. Searching just “marketing services” on a phone geolocalized in Fort Pierce will also give local results very similar to the results for the “marketing services in Fort Pierce” search. Many keywords (consultants, baker, restaurant, ...) automatically trigger local search results.

Local SEO is seen as a niche in SEO and has dedicated experts such as David Mihm, Joy Hawkins, Mike Blumenthal and Andrew Shotland. However, Google once declared that 46% of searches in Google have local intent. It is therefore a very important niche! For many local businesses such as restaurants, hotels, bakers, cinemas and hairdressers, it is almost certainly the only type of search results they are interested in.

It is therefore important to understand the distinction between SEO and Local SEO.

3 types of organic visibility exist for local searches in Google and are specific to Local SEO:

- *Local Knowledge Panel*
- *Local 3-pack*
- *Localized search results*

Let us have a look at these in detail.

# Local Knowledge Panel

For most local searches, Google shows results from Google Maps in results. When Google can only find one result for a search in Google Maps – typically a search for a company name – it will display information about the local business in a knowledge panel. The panel will be shown on the right of desktop searches and at the top of mobile searches.

The screenshot shows a Google search for "websuited". The search bar at the top contains "websuited" with a search icon. Below the search bar, navigation tabs for "All", "Images", "Shopping", "Videos", "Maps", and "More" are visible, along with a "Tools" link. The search results indicate "About 86,000 results (0.69 seconds)".

On the left side, the search results list several links:

- Websuted** (https://websuted.com) with a snippet: "Treasure Coast Web Design & Digital Marketing - WebSuted ... Websuted recently completed the website for our business. He was extremely professional, knowledgeable, and creative both in terms of website design and in ... You've visited this page many times. Last visit: 11/1/22". Below this are links for "About Us", "Video Production", "Best Port Saint Lucie Web ...", "Professional Consulting", and "More results from websuted.com »".
- WebSuted - LinkedIn** (https://www.linkedin.com/company/websuted) with a snippet: "Leverage expert analytics and conversion knowledge to get the results you need with Websuted. We are dedicated to our partners. You've visited this page many times. Last visit: 6/29/21".
- WebSuted (@websuted) • Instagram photos and videos** (https://www.instagram.com/websuted) with a snippet: "We specialize in generating leads and sales to your business, regardless of size or location. Get your business Suted for success. Get WebSuted".

On the right side, a knowledge panel for "WebSuted" is displayed. It includes a "Ubersuggest Extension" notification, a "See photos" button, a "See outside" button, and a map showing the location. The panel also displays the business name "WebSuted", a 4.9-star rating from 37 Google reviews, the address "3259 River Dr, Fort Pierce, FL 34981", and contact information: "Phone: (772) 266-3226" and "Appointments: zohobookings.com".

Search Results from Google.com

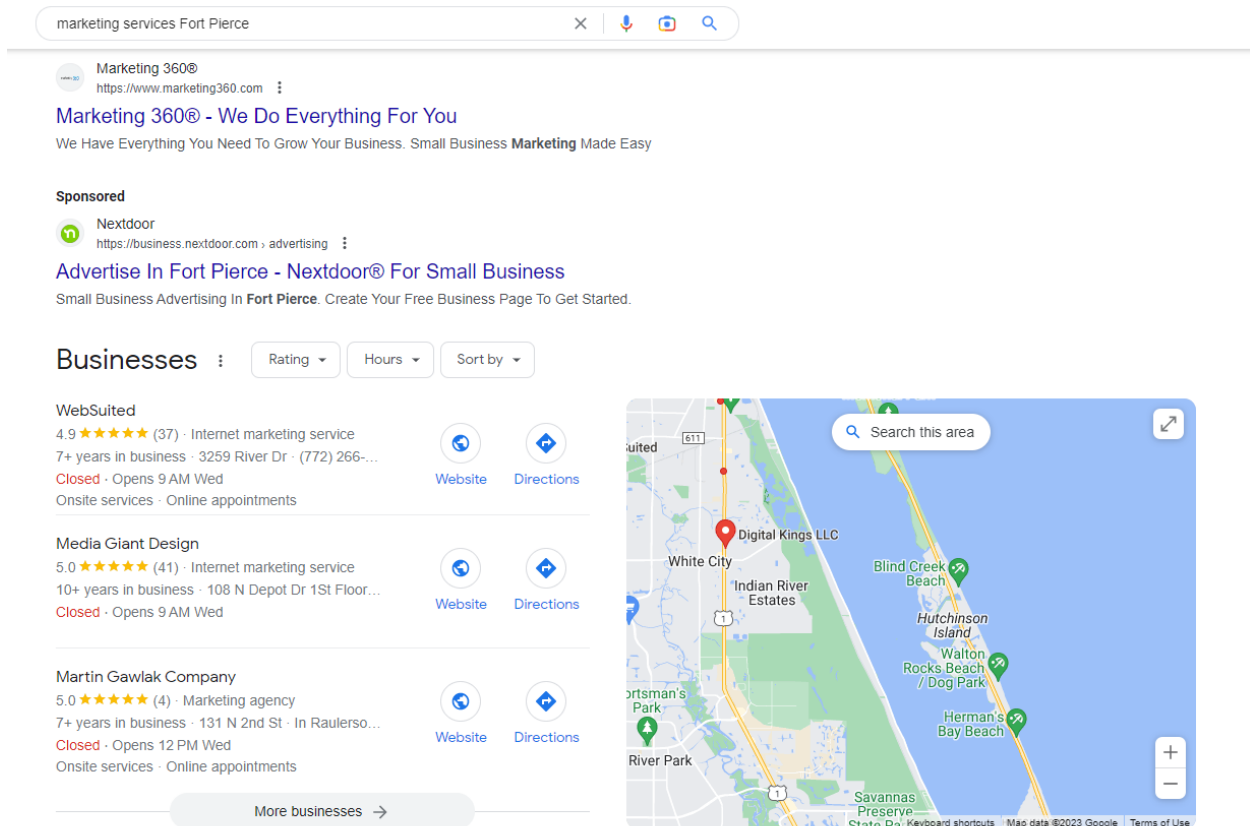
If you have any type of local business, it is important that you see a knowledge panel for your business when you search your company name.

The local knowledge panel will always show the name of the company, the postal address, phone number, user-generated ratings, a photo and a map situating the postal address. Depending on the type of business, other information such as opening times, delivery options, etc.

Google Maps gets information about local businesses from its [Google Business Profile](#) service. Google Business Profile collects information from various sources, including schema on websites and phone books, to produce a comprehensive, Worldwide business address directory. Individual business owners can create an account with Google Business Profile to edit and improve their own listings. Use the “Own this business?” on the knowledge panel to access your account.

## Local 3-Pack

When a search can have more than one result, Google will show a map with placeholders for postal addresses of businesses and list the first three results of a Google Maps search.



### Search Results from Google.com

Depending on the type of business, Google will display different types of information and features. For a restaurant search, Google shows the star-rating, address, opening times and a photo. It does not provide a link to the website or telephone number. You must click on the link to Google Maps to find this information.

For other keywords and business categories, such as "web design" you will see a direct link to the website and a link to the Directions feature of Google Maps.

Note that in the screenshot above, these are all organic results. You will see "AD" next to

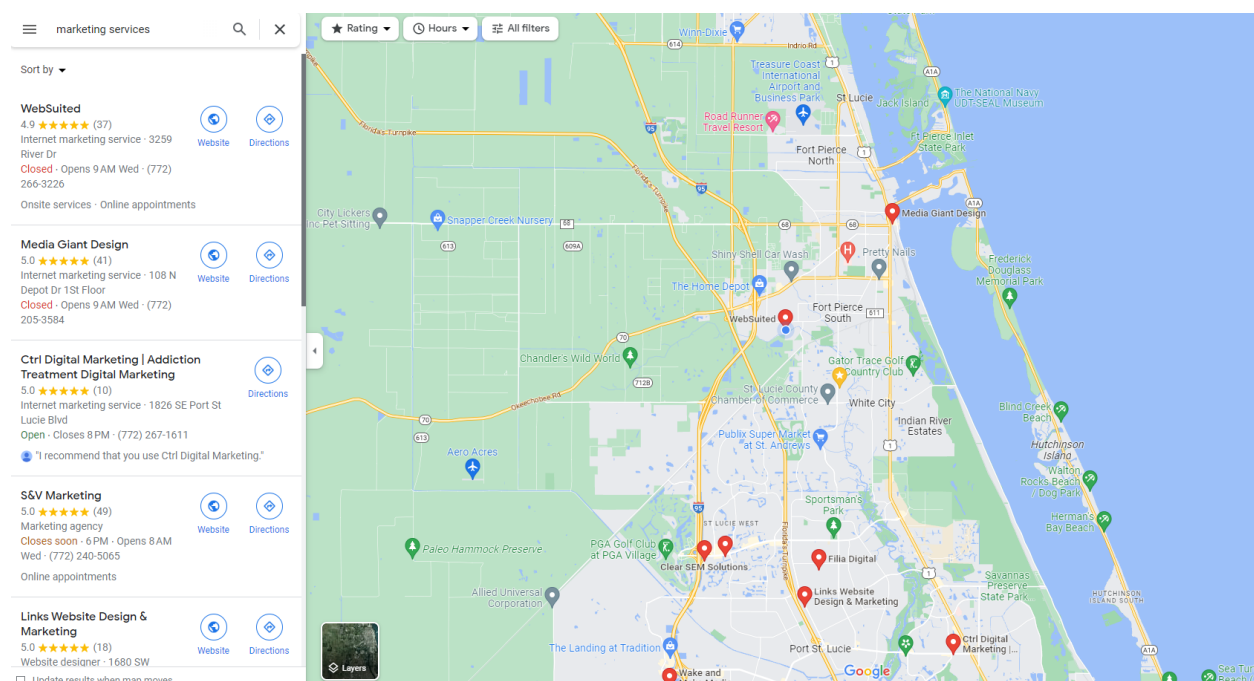
the rating if the business has purchase ad space for that placement.

When clicking on the “View all” link you will be taken to a Google Maps page showing the full list of results. In terms of visibility, it is obviously more interesting to be in the top 3 results for the Google Maps search than to rank 4th and beyond.

## Google Maps

Either searching directly in Google Maps or clicking from the Google SERP to Google Maps, you will see complete results for a search. Google Maps ranks 97 companies for the search “marketing services”.

Note that unlike most businesses, restaurants do not need a website or a Google Business Profile account to be listed here. Google tries to provide a comprehensive list of addresses by combining data from various sources.



*Search Results from Google.com*

Ranking is performed by a specific Google Maps algorithm that takes into account



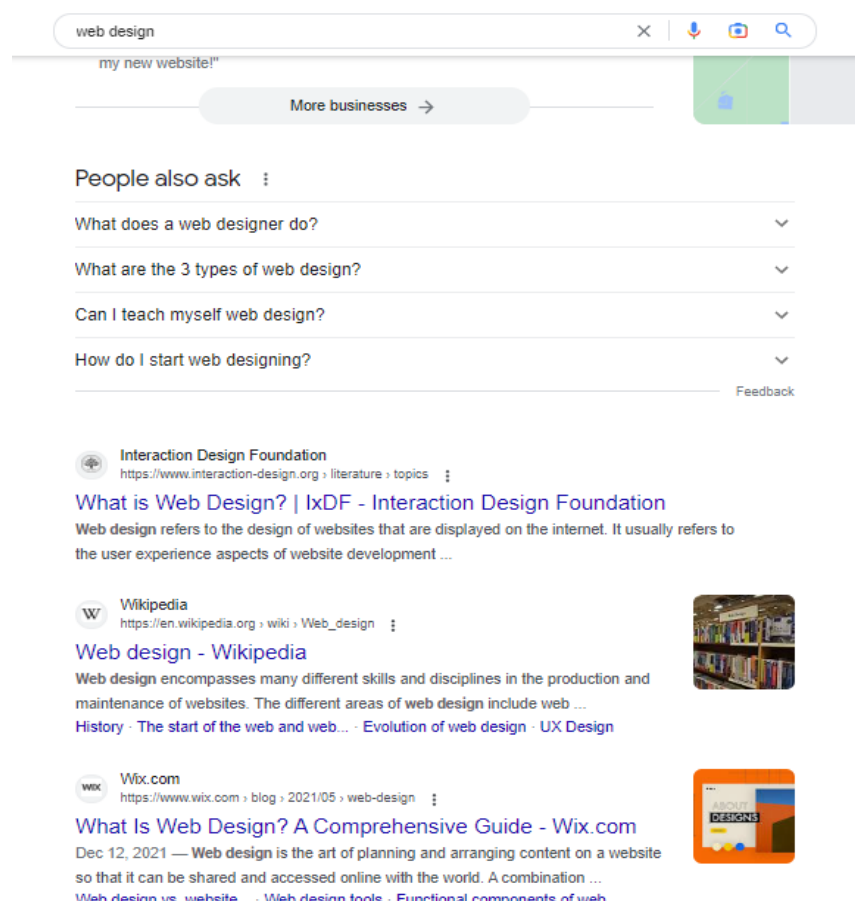
information from Google Business Profile and many other websites, including the company's own website if it has one. Searches on mobile will also use the distance from the searcher to the possible addresses to rank them, preferring to show the nearest addresses first. Without knowing the exact location of a searcher, Google may favor addresses downtown (i.e. in the city center).

## Localized Search Results

When Google shows results from Google Maps in search results, it also shows classic organic results with links to webpages. These results can be influenced by the localization of the searcher. In the case of a search for “italian restaurants” typed by a user in Fort Pierce, Google will show organic results localized in Fort Pierce, Florida.

These results may contain a lot of pages from other online business directories, but also the websites of individual restaurants.

But for other keywords, such as “web design”, Google will show Google Maps first but then organic results that are mainly national results (i.e. the same thing you would see if you searched “web design” in New York.). Look carefully however, as one or two results may be localized in Fort Pierce.



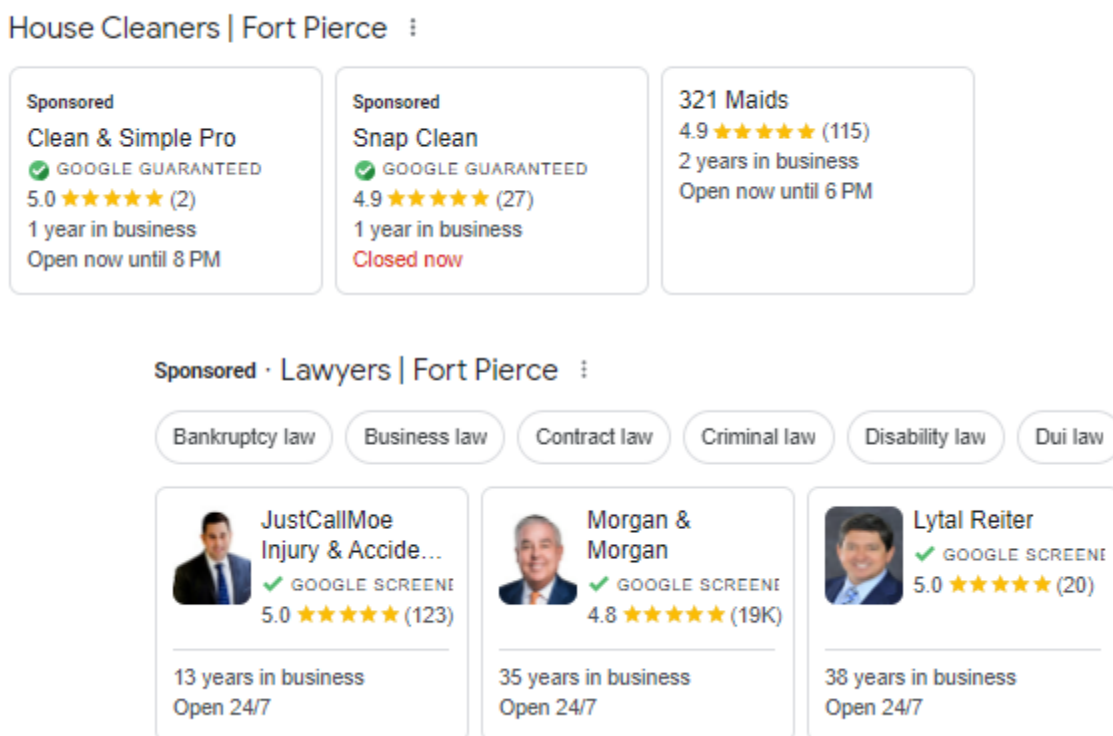


It appears that Google has two algorithms at work for this same search term. A local algorithm and a national algorithm. The local algorithm ranks web pages too, but it also includes signals from Google Maps and takes into account business addresses and information provided on the web pages. Using structured data such as LocalBusiness schema can help rank for these searches.

## Paid ads – Local Search Engine Advertising

As seen above, advertising can appear in the local 3-pack results in search results (adding a fourth result to the pack). Classic Google Ads can also appear above the map too. Google Ads gives the possibility to target audiences geographically and may be an interesting option to explore for local search marketing.

For some business types, Google also offers the [Local Service Ads](#) service. This is again paid advertising but rather than paying for clicks to a web site, you pay for leads.



Screen shot from Google's Local Service Ads website.

## **Other Search Tools**

You may also want to look beyond Google. Other services, such as traditional Yellow Pages, provide business listings and many are popular search tools too.

In Europe, in respect of anti-monopoly laws, Google show links to the other popular services. For this search in the UK for example, Google offers links to search results on [tripadvisor.co.uk](http://tripadvisor.co.uk), [just-eat.co.uk](http://just-eat.co.uk), [yell.com](http://yell.com), [quanadoo.co.uk](http://quanadoo.co.uk)

To get the best local SEO you will want to rank first in Google on the Google Map results and the localized search results. Getting the most business, however, may also involve ranking on other sites such as Tripadvisor, Booking, Yell, etc.

Ranking in these sites and getting reviews from them may in turn influence your ranking in Google Maps.



# 20 Tips for Ranking in Local Search with WordPress

Local searches and local search results in search engines are important for a lot of WordPress sites. Follow our top 20 tips to increase your visibility in Google for local searches and drive traffic to both your website and to your store!

## *On Site*

Here are a few things that you can do on your WordPress site to improve your local ranking.

### ***1. Clearly publish your business address and phone number on your site***

If you have just one business address, you can make it visible on every page of your site by adding it to the footer repeated at the bottom of each page – you can use the SEOPress's Local Business widget to do this, which is included in all of our [WebSujted Website Support Plans](#). Include your business name, postal address and main phone number.

### ***2. Provide an Optimized Contact Page***

Again, if you have just one business address, indicate your business address and phone number in the main content of your contact page, even if you also added it to the footer. Also give information about opening times here as well as directions and transport options. Do not just publish a contact form on your contact page.

### ***3. Create a unique page for each business address***

If your company has many business addresses, create a unique page per address. On each page, make sure to indicate business name, postal address and the phone number

associated with that address.

#### ***4. Optimize titles with the localities you want to target***

Very simply, if your site promotes a store in a city, make sure to use the city name in your titles, specifically on your home page. This refers to both the visible page Title and the TITLE tag accessible in the SEO metabox. For companies with multiple addresses use the business name and city as the title of the unique page you create for each address.

#### ***5. Provide content about your city / neighborhood***

When writing content for your site and specifically on your homepage, give some details about your city and neighborhood. Add county and state names to clarify which city you are in. Use the name of your neighborhood and local landmarks that can help clients find you.

#### ***6. Add Local Business schema to your site***

Google recognizes structured data from Schema.org. The LocalBusiness schema is supported by [WebSujted](#) via our SEOPress tool, and you can add it to any page. It will help Google and other search engines localize your business.

#### ***7. Use HTTPS***

This is a general SEO tip, but it is worth noting that using secure HTTPS for your website will improve rankings for local searches. When changing from HTTP to HTTPS it is recommended that you check local directories to make sure that your link goes to your HTTPS address.



## Google Business Profile

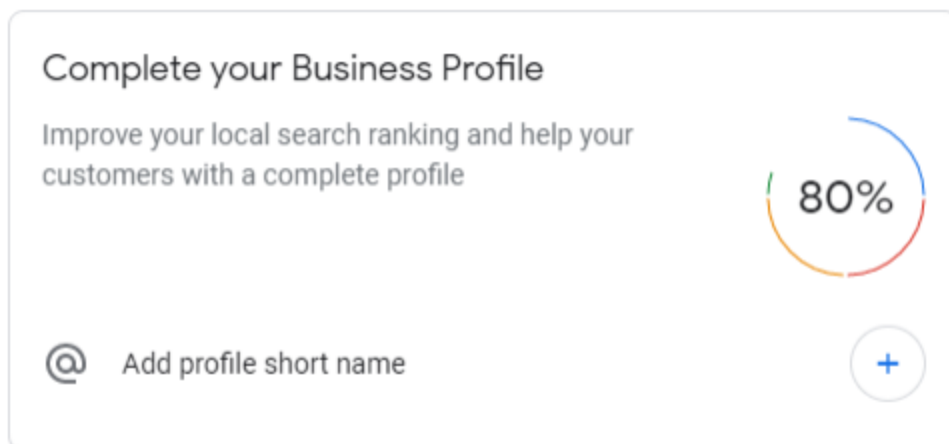
In search results from Google, Google Business Profile provides the data for the map-based results and its data also influences ranking in organic results. It is really important to optimize your business profile in My Business.

### 8. Create a Google Business Profile account

The first step to improving Local SEO in Google is making sure you are identified as the owner of your Google Business Profile. See this guide from Google to [sign-up and get started with Google Business Profile](#). You can manage multiple addresses from one account if necessary.

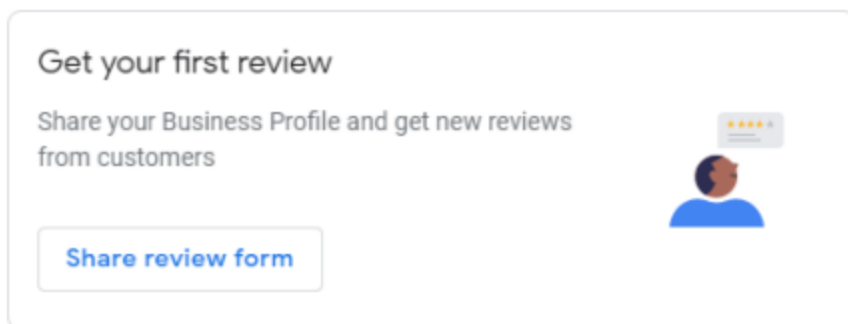
### 9. Complete Google Business Profile information

Just having access to Google Business Profile is not enough. Make sure you complete as much information as you can about your business and add any photos and videos you have. The Google Business Profile dashboard will give you an indication of how complete your business profile is.



### 10. Encourage happy customers to leave reviews

Reviews received by Google can have a big influence on your ranking in Google Maps. You should encourage customers to leave reviews here. Use the Share review form button on the Google Business Profile dashboard to generate a link that you can share by mail, on social networks or Whatsapp.



### **11. Cheat: Add keywords to the Google Business Profile title**

It appears that adding keywords to your business name in Google Business Profile helps rank for that keyword. But we must warn you against doing this. [Google's Guidelines](#) insist that "Including unnecessary information in your business name is not permitted, and could result in your listing being suspended."

## **Off Site**

Google Maps and local search results draw information from a lot of sources, not just your website. Its important that you are correctly listed in these sources too.

### **12. Make sure you are listed in popular business directories**

Google is a popular business directory but there are many others. Tripadvisor, Yelp or Angie's List may be more popular for some types of searches. There may be local directory sites that are relevant for you. Make sure you are listed with the correct address and where you can, add your website.

### **13. Get links from organizations**

If you are member of a local business club, chamber of commerce or trade organization check out whether their website provides business listings for members and make sure that you are listed with the correct address and website.

#### ***14. Sponsor a local sport team***

Getting links from popular local sites can help boost your ranking in local search. Among many ideas to explore, you could sponsor a local sport team with the condition that they link to you from their website.

#### ***15. Organize events that can be listed by local sites***

As another tip to get local links for your business, look into the possibility of organizing events in your store that could earn you a mention in the local press or specialized event sites. A book-signing session by a famous author for a bookstore, for example.

#### ***17. Add your business address to your Facebook page***

It is generally thought that social signals are weak in local SEO. However, it seems intelligent to link your social presence to your physical presence. Go to the Location tab of your Edit Page Info page and make sure your business address is correct.

### **General**

#### ***18. Always use the same business name, postal address and telephone number***

Not being consistent in the business name, address and phone number used across the web can be deadly to your ranking in Google Maps and local search results. This includes the name and address that your business was registered at.

#### ***19. Choose business categories carefully***

The choice of categories in directories is important for ranking. This applies to Google

Business Profile , where you can choose multiple categories, but the main category is the most important for ranking. Here is a Google Sheets document giving all [Google Business Profile categories in many languages](#) that you may find useful.

## **20. Relocate your business**

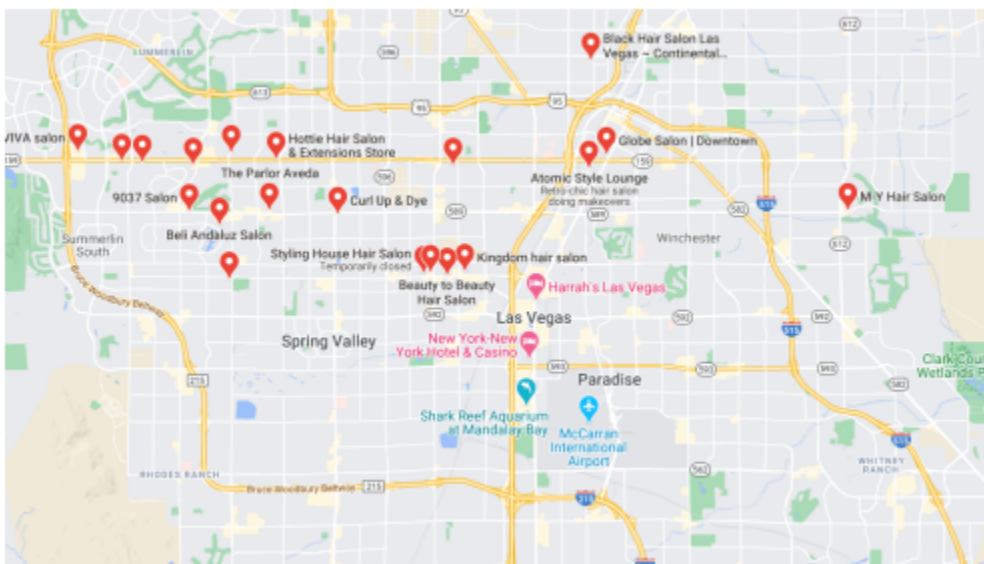
This is a wild suggestion. But we know of companies who have moved office just to improve local SEO! Rather than moving everything, you may need to change registered business addresses so that they align with your actual store location. It may be a worthwhile investment.



## Ranking a Mobile Hairdresser's Website in Google

Consider that you are designing a WordPress website for a client, Debbie, who is a mobile hairdresser based in Paradise Nevada. Paradise is a town right next to the city of Las Vegas. In fact, part of the famous Las Vegas Strip is actually in Paradise rather than Las Vegas City.

Mobile hairdressers do not work from a fixed address, they go to their clients to perform haircuts. Debbie is more interested in ranking for searches such as “Las Vegas haircuts” than “Paradise haircuts” because most of her potential clients are tourists who don’t even know that Paradise exists.









*Map for hairdresser results*

However, when you search for a business in Google using Las Vegas, results will predominantly show businesses whose zip code is in Las Vegas rather than neighboring towns such as Paradise. Local SEO is difficult enough but ranking for a city where your business is not registered makes it even more difficult. How can you help Debbie get business from Google?

## Do some keyword research

Your first step in designing the website should be doing some keyword research. Try and imagine what Debbie's clients would type into Google and use online tools to get information on which are the most popular queries.

<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches
Keywords you provided	
<input type="checkbox"/> mobile hairdresser	880 
<input type="checkbox"/> mobile hairstylist	1,900 
<input type="checkbox"/> mobile hair salon	5,400 
<input type="checkbox"/> mobile haircut	2,900 
<input type="checkbox"/> haircut at home	18,100 
<input type="checkbox"/> mobile salon	2,400 

### Keywords for hairdresser

In the USA, there are on average 1.5 million searches for “hair salon near me” in Google every month. Drilling down to searches for mobile hairdressers, we can see that “mobile hair salon”, with 5400 searches per month on average, is much more popular than “mobile hairdresser” or “mobile hair stylists”. But that the search term “haircut at home” is more popular again.

However, after discussion with Debbie, you feel that “Mobile hair salon” will be the best keyword to target as she is hoping to target tourists rather than people at home.

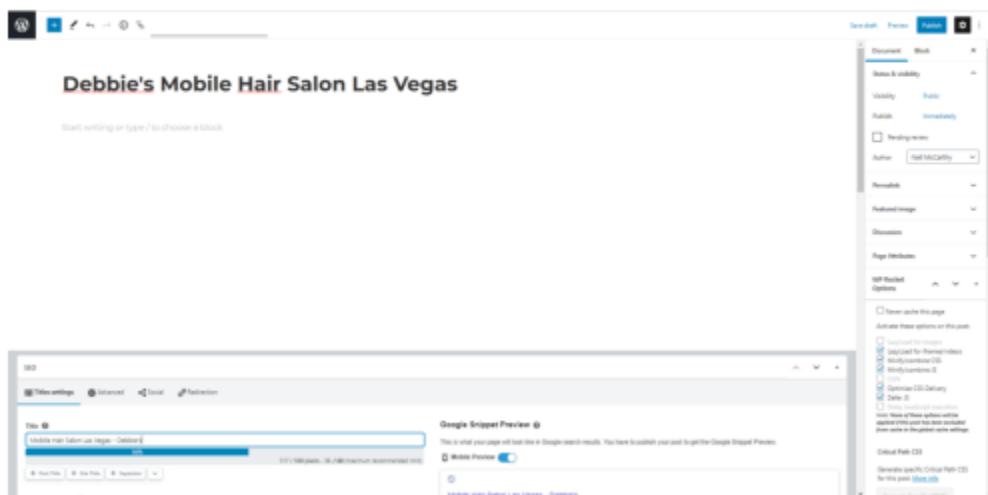
Digging around some more in keyword results, you may see that Google users search with many related search terms linked to types of hair service (hair cutting, hair extensions, perms, straightening) and searches specifically for men's, women's and children's hairdressers. Because Debbie does haircuts and hair extensions for men, women and children, you may want to consider creating specific pages for these

services. In every case, add Las Vegas to your keyword.

- Mobile Hair Salon Las Vegas
- Women's haircuts Las Vegas
- Men's haircuts Las Vegas
- Children's haircuts Las Vegas
- Hair extensions Las Vegas

### ***Using keyword on the site***

Ideally you should create pages for each of your keywords. The keyword “Mobile hair salon Las Vegas” would be great for the homepage of Debbie’s site. You can add it as part of the page’s title.



### ***Adding a Title and SEO Title in WordPress using SEOPress***

Also make sure that you use it in the SEO title too and include it in the homepage’s meta description.

These are SEO tags that you can use to optimize the page for Google, but the most important thing to do is write some unique content for the homepage. It is recommended that you publish at least 300 words on this page and that you use the

term “Mobile Hair Salon Las Vegas” at least once. Keep to the subject of haircuts and Las Vegas and you won’t go far wrong.

You may also want to create other pages for the website: About Me, Book Online and pages targeting other keywords that also present Debbie’s services: Women’s haircuts Las Vegas, Men’s haircuts Las Vegas, Children’s haircuts Las Vegas and Hair extensions Las Vegas.

You can link all these pages together using a menu which will look something like this:

*About Me | Women’s haircuts | Men’s haircuts | Children’s haircuts | Hair extensions | Book Online*

*Looking to improve results in other areas of your business? Visit and message us at [www.websuited.com](http://www.websuited.com) or give us a call now at [772-266-3226](tel:772-266-3226)! At WebSuited, we help you get your business suited for success.*



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