Your Digital Marketing Guide

Written by **Boost 360**

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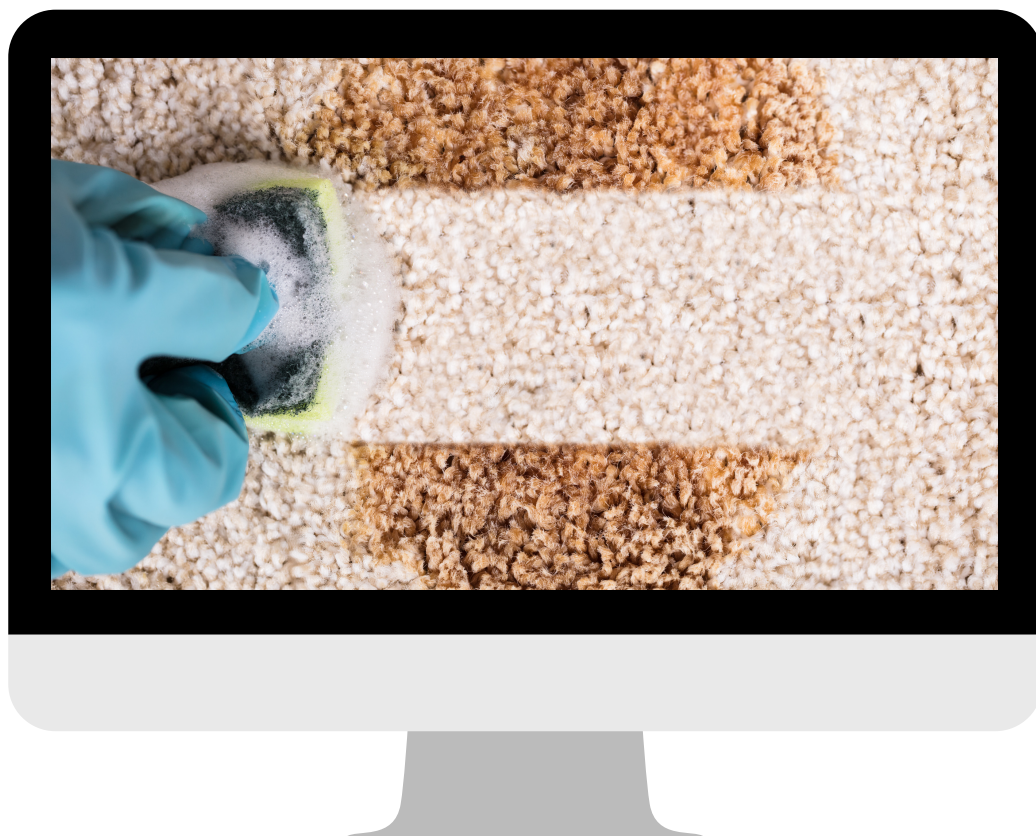
CONTENTS

1.0 What is local SEO?

SEO can be defined as search engine optimisation or in other words, moving up the ranks in Google Search for individual keywords or key phrases.

There are three types of SEO that a business owner needs to be aware of before conducting digital marketing; international, national and local.

The type of SEO you choose is directly related to where your customer base is. Most small businesses operate within a certain geographical area and only want to attract customers from this specific location.

This is where local SEO can play a massive role. With local SEO, the objective is to niche down on your locations and keywords/phrases to target local customers.

2.0 The 6 Key Benefits of Local SEO

Having a specific local SEO strategy plays a key role in your digital marketing as a whole. The affect local SEO plays is huge and can be narrowed down to the following 7 benefits:

1. More conversions which will lead to more customers

Did you know that if you build a local landing page you can increase your conversion rate by more than 10%! Customers look to shop local as much as possible and a they are much more likely to type in 'carpet cleaning in cobham' than 'carpet cleaning in the UK'.

2. Relevant traffic

We all know how difficult it is to drive traffic to our website. But have you ever considered a website could have 10,000 views but if none of that traffic is relevant, you won't receive any sales.

Local SEO is extremely targeted towards your customer base with the end goal of

getting you more relevant traffic and making sure your digital marketing activities work in the long run.

3. Reduces ad spend

As noted previously, if you have a local landing page that converts more customers, it means you will increase conversions for every pound spent on advertising.

4. Builds a local community

Business is difficult at the best of times but if you ask any business owner what they struggle with the most, 99 times out of 100, they will tell you its getting more sales through the door.

With local SEO, you will start to build a reputation for yourself as a trusted local supplier within your chosen area. This will not only get you more new customers, but you will start to build a database of local customers who will eventually become returning customers.

5. Reputation building

Local shoppers love giving a local business a positive review to tell other potential customers about their experience.

With an increased amount of local customers, your business will gain an increased amount of local reviews. This improves the chance of having a higher number of customers choose you rather than a competitor.

6. Provides a foundation for your digital marketing strategy

If you are looking to conduct advertising through Facebook or Google, most businesses focus on targeting a specific location.

Local SEO is the foundation of any good digital marketing strategy for small business.
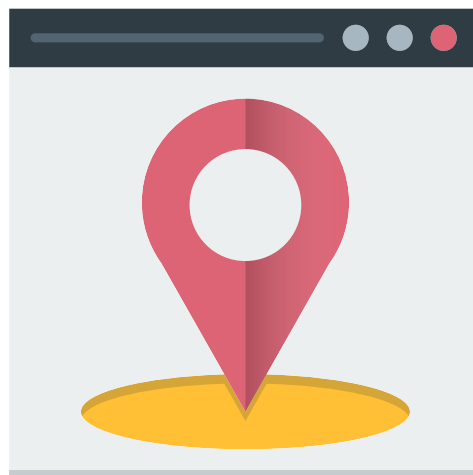
3.0 Google My Business, setting it up and how to get the most out of it

Now we have convinced you that you need to take note of local SEO, it's time to go over the most crucial element of it; Google My Business.

Being a Google product, if you search for a local service, Google My Business will appear at the top of the search engines. This is where your customers can contact you, leave reviews and find you on Google maps for directions.

Let's look at how to set up your Google My Business listing.

1. Claiming your business

The first thing you need to do is claim your business. This is a simple process and requires you to enter your business name, business address and a few other details in order to register your listing.

Google will then need to confirm that you in fact own your business at your location. To do this, they will send you out a postcode with a number in it. All you will need to do is take this number and put it in as your verification code which normally arrives in 4 days.

2. Editing your business information

Once you have verified your business, you will need to enter some more details to make sure your listing starts generating some local traffic.

First of all, you will need to choose a service category. I recommend you choose according to the suggestions that Google comes up with as you can be more specific in your sub categories which it will prompt you for afterwards.

Once you have chosen a category, you will then need to choose your service areas. Make sure you choose wisely and make it as local as possible as this is all about attracting local customers. You can choose up to 20 services areas so make sure you use all your choices.

After you have chosen your service areas, you will need to edit your hours, phone number, profile short name, website, attributes, your about section and opening date.

Make sure all this information is accurate as potential customers could be using these details to contact you.

3. Uploading your cover photo and logo

Once your basic information is set up, you need to upload a logo and a cover photo.

5. Keeping Google My Business up to date

In order to appear at the top of the Google My Business search, you will need to keep it updated. This is quite simple to do and we recommend you treat it as another social network. You can post on it as well as upload photos to make sure your customers know what is going on with your business.

Google rewards GMB users for keeping local customers updated and you will receive more map views and engagement across your photos and posts.

6. REVIEWS, REVIEWS, REVIEWS!

We bang on about reviews a lot to our clients. This is because they are the most important ranking factor for GMB. So make it a top priority to get more Google reviews which in turn will lead to more clients.

7. Tips on your name

When putting in your business name, try to edit it so it has '| location.

I will share an example of ours and a clients so you can see what I mean:

Boost 360 | Lead Generation & Digital Marketing | Surrey | London

Demoscapes Landscaping Supplies | Surrey | London

Well done, your Google My Business listing should now be complete which is a big fundamental of local SEO. Your listing should now look like this:

Demoscapes Landscaping Supplies | Surrey | London
5.0 ★★★★★ (8) · Landscaping Supply Shop
Woking · 01483 761114
Open · Closes 5PM
✓ In-store shopping · ✓ Curbside pickup · ✓ Delivery

If you keep this updated with posts, photos and reviews, your stats will fly up. Wouldn't it be nice to have stats like this from one simple element of local SEO:

Customer actions
The most common actions that customers take on your listing

1 month ▼

Total actions 350

Visit your website
125

Request directions
77

Call you
148
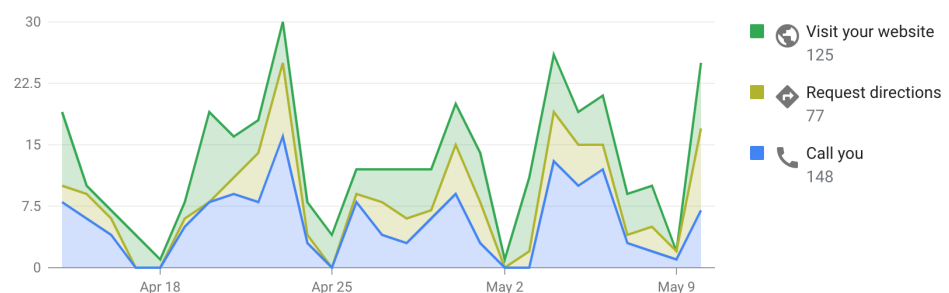
4.0 Keywords and location research

Now let's move on to everyone's favourite part of SEO; keyword research.

Now remember, we aren't looking at trying to rank our website nationally. In fact we are doing totally the opposite which plays a massive role in deciding how we move forward with our keywords and locations.

My advice would be to start with county locations first e.g. Surrey and try to rank for this location.

Use tools such as Semrush to do some general and specific keyword research. For example if you are a carpet cleaner, you might want to try and rank for 'carpet cleaning in Surrey'.

However, when choosing keywords, make sure you are trying to rank for keywords that have a high organic traffic rate but a low competition rate. Again, Semrush will help you with this.

However, remember that you don't want to be too specific at this stage as we will talk about targeting specific locations later on.

5.0 Onsite/technical SEO

Onsite SEO is a tricky nut to crack. It can be cut down into 12 key elements for local SEO:

1. Meta tags: Meta tags are snippets of text that describe a pages content. They don't appear in the text itself but the tags help tell search engines what the page is going to be about. It is important that you write meta tags for each individual page ands include keywords/locations.

https://www.demoscapes.co.uk ▼

Demoscapes: Landscaping Materials in Surrey | London

Demoscapes is based in Woking, Surrey, and mostly serve the surrounding areas. We provide both landscaping services and landscaping materials. This has ...
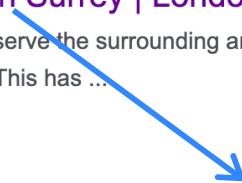
Meta Tag

2. Meta descriptions

Meta descriptions are bigger snippets of text that describe to search engines what content on a page is about. Again, these need to be completed for every page and be sure to include your keywords/locations.

https://www.demoscapes.co.uk ▾

Demoscapes: Landscaping Materials in Surrey | London

Demoscapes is based in Woking, Surrey, and mostly serve the surrounding areas. We provide both landscaping services and landscaping materials. This has ...
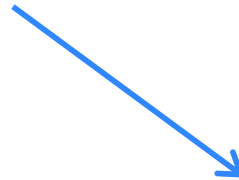
Meta Descrpition

3. Alt tags

A problem that Google has is that it cannot read images. This is where an alt tag comes into play. An alt tag is a little snippet of text that tells Google what your image is about. Be sure to do this for every image on your website and again, include keywords!

4. Dropping keywords/phrases in text

Google also reads your text on your website. Therefore, it is important to drop keywords/locations into appropriate places on your website.

5. Internal links

Google loves it when a page links with another. Bad SEO practice is to have individual static pages that you can't navigate through to on your website. Therefore, you need to make sure each page links with another one. This can be done through links in the text or button links.

Trust The Expert Concrete Suppliers In Berkshire

Met Concrete Supplies have been supplying concrete to the Berkshire region for over 30 years in the manufacturing and erection of all aspects of domestic, commercial and bespoke concrete and fencing products.

Internal Link

Internal Link

Our aim is to become the most trusted concrete supplier for both domestic and commercial use in Berkshire.

Trust the experts, trust Met Concrete Supplies.

contact us

Phone us

6. External Links

Another part of onsite SEO is making sure every page has an external link. What I mean by this is that every page links to an additional external site e.g Facebook.

For Any Inquiries Please Phone

01268520078

Contact us
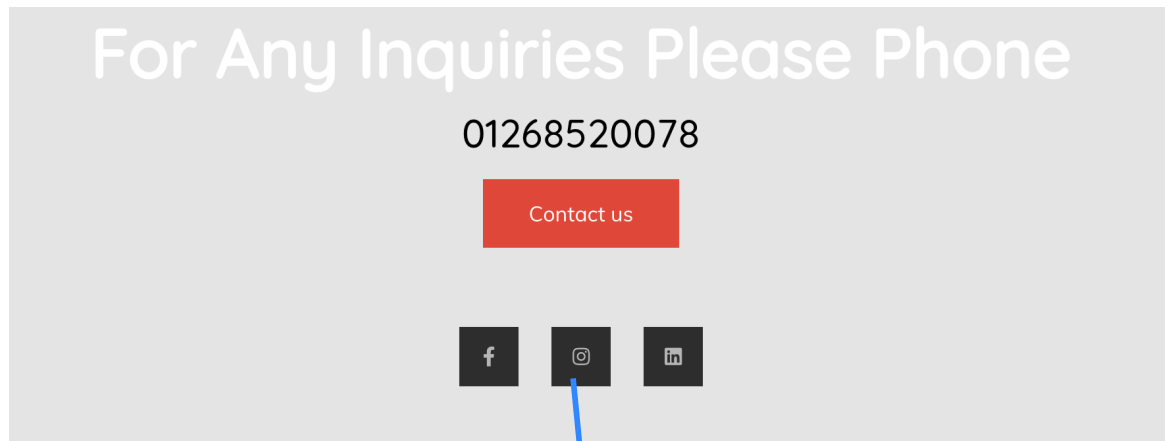
External links

7. Header tags

Now Google needs to know what order it needs to read your site in. To do this it looks at how you have structure something called 'header tags'. The text within your site can be labelled from header 1 through to header 6. Make sure your header tags are structured in the correct way order and only have one header tag!

8. Google maps

Due to us trying to rank for a local location, we need to look into placing Google maps on your website. This is a great local SEO practice and will do wonders in terms of your rankings.

9. Speed of your website

Ahh dreaded loading! You don't like a website that loads slow and guess what, your customers don't either! If a site takes 10 seconds to load, then the bounce rate increases by up to 123%. Google will even rank you lower if you have a slow website and a high bounce rate!

Two good places to check out your page load speeds are:

- www.gtmetrix.com
- Think with Google

10. Mobile friendly

You don't need telling how important it is to have a mobile friendly website. It is so important that Google are now beginning to penalise you if they consider it unfriendly.

11. Customer experience

Everyone wants to give the customer the best experience they can on their website to try to entice them to purchase or make contact.

So make sure your customer experience is superior to your competitors and if needs be, contact a website developer to help you do this (doesn't have to be us).

12. Wordpress plugins for onsite SEO and website speed

- Yoast SEO
- Rankmath
- Lazy load for elementor
- Nitropack
- Smush

6.0 Local landing pages

Local landing pages are the key to local search and showing up for individual locations.

When producing local landing pages it is important to remember to develop pages for county locations first and then individual locations that you want to rank for, e.g. Cobham.

Local landing pages will not only help with SEO but they will improve your PPC campaigns and Facebook advertising depending on your goals.

Remember the following when creating local landing pages:

- Meta tags
- Meta descriptions
- Internal links
- External links
- Google maps
- Testimonials
- Contact us form
- header tags
- Page break

Google maps

Title of page

Title

Text including keywords

Second title

· ·
· ·
· ·

Navigational buttons

Page break

Title

Testimonials from clients

Testimonials

Contact form
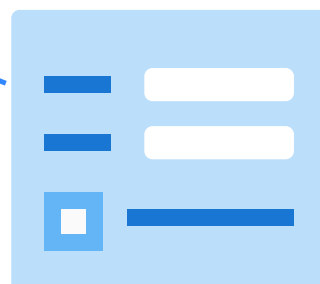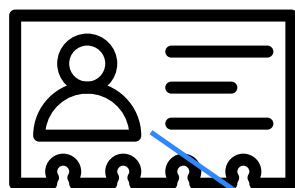
Contact info

Concrete Suppliers In Buckinghamshire

Buckinghamshire

Directions

View larger map
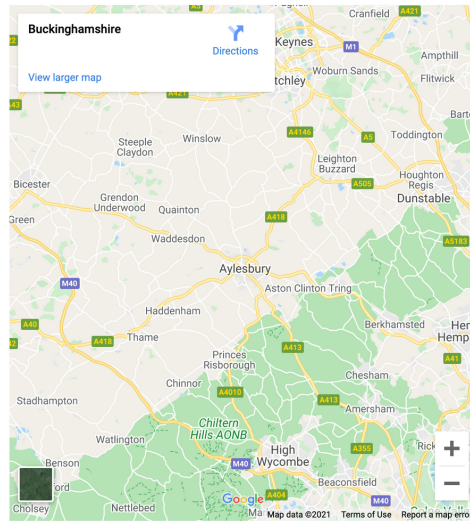
Trust The Expert Concrete Suppliers In Buckinghamshire

Met Concrete Supplies have been supplying concrete to the Buckinghamshire region for over 30 years in the manufacturing and erection of all aspects of domestic, commercial and bespoke concrete and fencing products.

We pride ourselves on being a local business and providing fantastic products, quality prices, and great customer service.

Our aim is to become the most trusted concrete supplier for both domestic and commercial use in Buckinghamshire.

Trust the experts, trust Met Concrete Supplies.

contact us   Phone us

Do You Require Advice For Your Concrete Needs?

Contact us

Customers Reviews

Google
Customer Reviews ★★★★★

Met Concrete supplied me with all the concrete I needed to complete my construction project. I called Mike and he was extremely helpful and knowledgeable. I would highly recommend them for the Buckinghamshire region.

Adam

I needed some concrete supplies to finish my landscaping project in Buckinghamshire. I was recommended to Met Concrete Supplies and I was not disappointed. They got in contact straight away and answered all the questions I had. They are now my trusted supplier of concrete.

Charlie

I required concrete for a domestic job I was completing (an extension for my house). I chose to go through Met Concrete Supplies and they helped me with all my concrete needs and tailor made a quote to suit my budget. I could not of been happier!

Ben

For Any Inquiries Please Phone

01268520078

Contact us

To see some examples of local landing pages, feel free to check out the following:

https://www.metconcretesupplies.com/concrete-suppliers-in-buckinghamshire/

https://www.demoscapes.co.uk/landscaping-materials-in-hampshire/

https://www.procarpetcleaning.co.uk/carpet-cleaning-in-berkshire/

7.0 Offsite SEO and directories

Offsite SEO, everyone loves it but it is probably the most difficult part of SEO, although it plays a huge part in the ranking of your website.

We have split off site SEO into three main parts:

- Links
- Trust
- Social

Let's look at all three elements more closely.

1. Links

This is probably one of the most difficult elements of SEO and one that even the experts find the most difficult.

According to Google and many SEO experts, links are one of the two most important ranking factors for a website and according to Aira, 92% of marketers think that link building will still be a very important factor to determine where they rank on Google.

But how do you get links? What is good SEO practice and what isn't? 15 years ago, you could just buy loads of links and it would contribute to ranking your website. Can you do that now?

To begin with, no link should be taken lightly. For someone to link to your website, it suggests that you have some very good content or have a website worth linking.
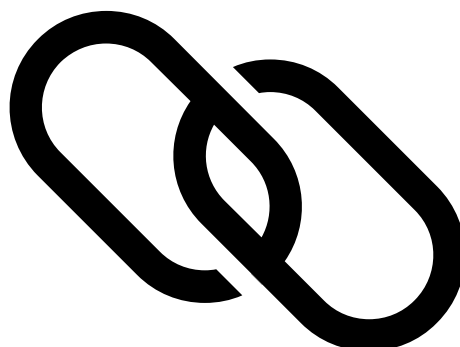
One of the best and most well known ways of getting links is with directories such as Yell or Yelp.

Of course, there are hundreds of business directories online so how do I know where to list my business. After all, it is very time consuming going through 50-100+ listings and filling out the same information.

We suggest you look into a company such as Bright Local who will bypass the login stage of each directory and bulk upload your listings. However, when choosing directories make sure you look into the level of domain authority they have (we will touch on domain authority later). In a nutshell, the higher the domain authority, the stronger the link.

You could also reach out to bloggers within your niche and ask them if they would produce a blog for you and then link it back to your website. Remember, the stronger the domain authority the better the link!
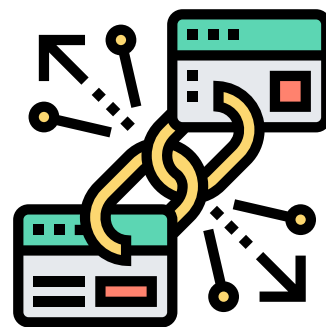
Another way of gaining links (and this will lead to more organic traffic) is to produce some killer content for a blog. If your blog is long and Google sees it as a great answer to a question, it will get ranked and linked to by other individuals either as shares on socials or from other websites. We recommend taking a look at Neil Patel's blog for ideas on how long a piece of killer content is. Also, remember to use keywords within your blog so that it can contribute to your keyword/phrase rankings.

Additionally, the longer your website is up for, the more links it will have to it as long as you are active!

However, we don't recommend you go down the route known as blackhat SEO. This might seem like an easy way of getting links but could affect the ranking of your website in the long run.

What we mean by blackhat SEO is using link farms of purchasing a bulk amount of links from a non credible source.

A good backlink strategy to have would include the following:

1. Blog writing (1500 words+)
2. Directory placement (100+)
3. Blogger outreach
4. Social sharing

2. Trust

You need to build trust and authority with your customers within your niche. This is easier said than done because there might be lots of different companies offering what you offer but how are you going to stand out?

One way to build trust is to introduce a security certificate for your website otherwise known as an SSL certificate.

Once, this is in place, it will mean that users will be able to browse your website securely with no risk to themselves or their personal information.
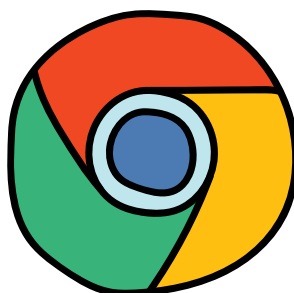
Another way to build trust is by making yourself into an expert within your field. But how do you do this?

One way of doing this is by producing blogs within your industry that solve a significant question and shows a customer and Google that you know what you are talking about when it comes to discussing your industry. Remember, long form content will statistically produce more than short form.

3. Socials

Do you want to know another way of building trust within your industry and building a cheeky link in the process?

Link your website back to your socials.
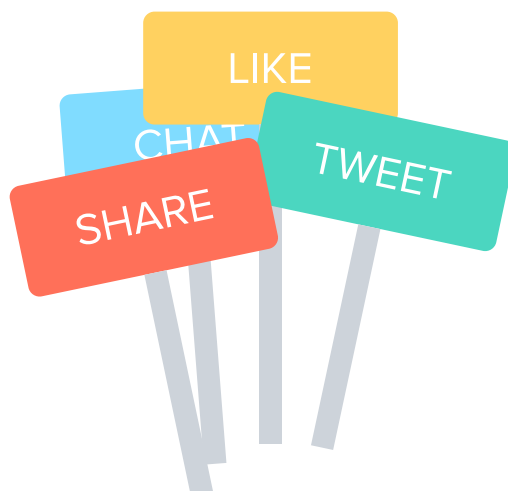
This will help you build credibility with your customers as they can freely check out your website and socials at the same time.

8.0 Summary of local SEO

That was a lot of information to take in and well done if you made it this far! Go have a beer, take a walk, do whatever you want because now you are on your way to becoming a local SEO wizard.

But before you go, lets recap:

1. What is local SEO?

Local SEO should be at the forefront of any digital marketing plan for small businesses. It is all about driving local traffic to your website or location. With more local customers comes more conversions/sales and when partnered with another type of marketing such as pay per click, local SEO can make all the difference.

2. The six key benefits of local SEO

-More conversions and customers
-Relevant traffic
-Reduced ad spend
-Builds a local community

-Reputation building
-provides the foundation for your digital marketing strategy

3. Google My Business, setting it up and how to get the most out of it

-Google My Business is a Googe tool which will appear at the top of any local search
-It is where customers can leave reviews
-Customers will also be able to find you on maps

Follow these steps to set up your listing and get the most out of Google My Business:
  1. Claim your business
  2. Keep Google My Business up to date
  3. REVIEWS
  4. Remember the location in the name

4. Keyword research and locations

- List out all the locations you want to rank for
- Look for keywords that have a high organic traffic rate
- Use a keyword tracker such as Semrush

5. Onsite/technical SEO

Remember the following crucial elements:

- Meta tags
- Meta descriptions
- Alt tags
- Dropping keywords/phrases into text
- Internal links
- External links
- Header tags
- Google maps
- The speed of your website
- Mobile friendly
- Customer experience
- Wordpress plugins to use such as Nitropack or Yoast SEO

YOUR DIGITAL MARKETING GUIDE

6. Local landing pages

-Targets location based traffic
-Remember to list out all the locations you want to rank for
-Remember to conduct onsite SEO
-Remember to link the landing pages to the website

7. Offsite SEO and directories

- One of the main ranking factors of your website
- Build links through Social, blogs and directories
- Build trust on Google and within your community
- Link your website to your socials
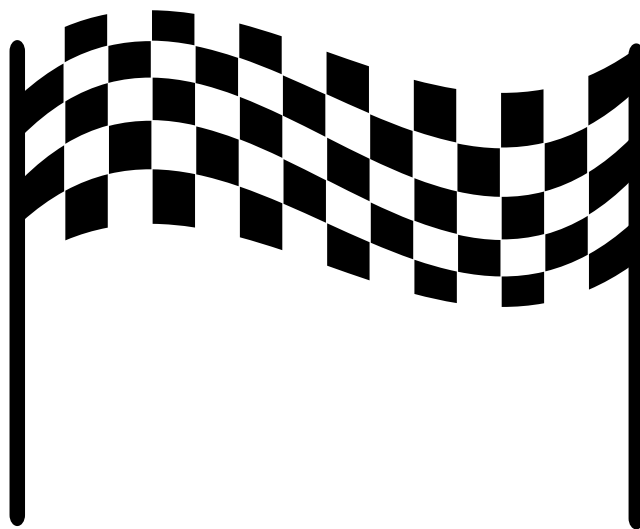
9.0 Facebook Advertising

Facebook advertising is the process of using the network of Facebook to get more leads/sales.

It can seem complicated at first but trust me, if you follow the steps in this guide, you will be getting the most out of Facebook in no time!

10.0 How to set up Facebook

Step 1- Creating a Facebook page

To start with, you will need to create a Facebook page which will automatically create you an ad account.

To create a Facebook page, login to your Facebook account and click on pages:
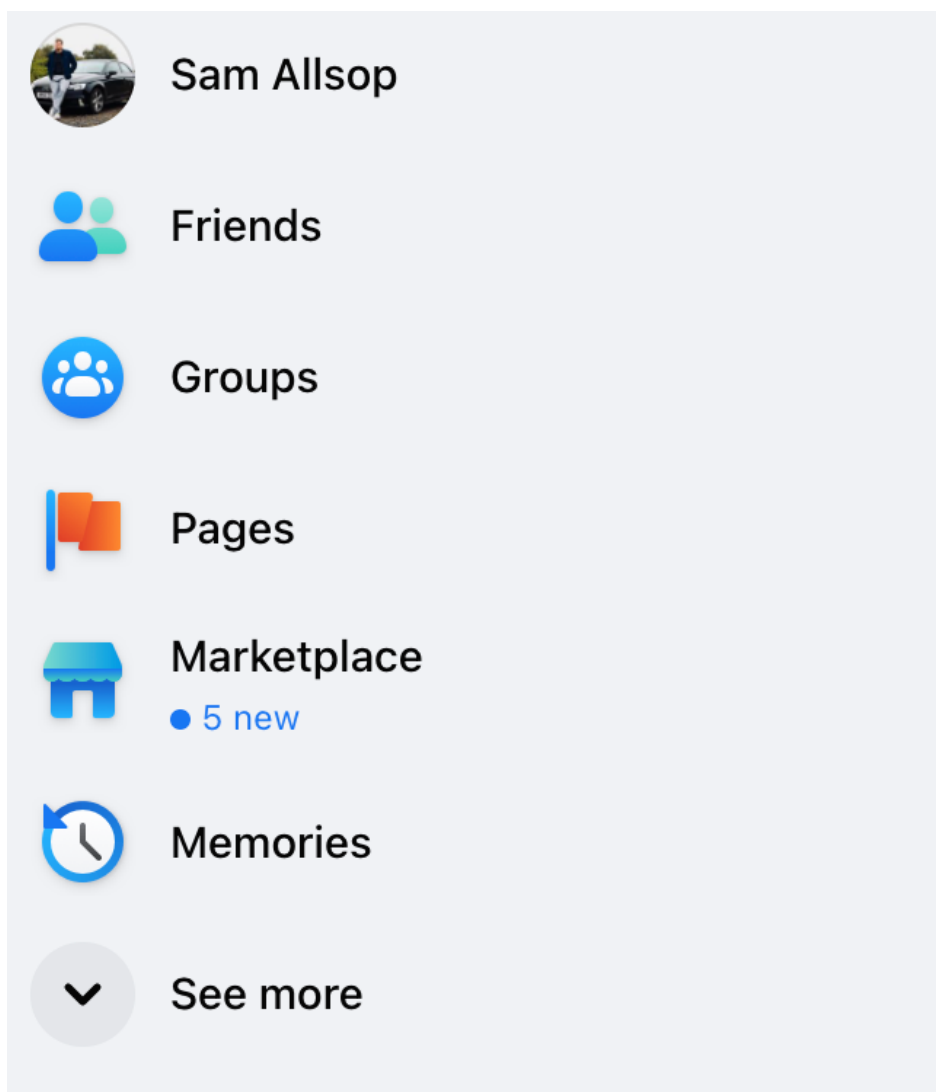
Then go to create a new page:

+ Create new Page

A screen will then pop up to ask you to enter some details:

Congratulations, you have just created a Facebook page for your business. Now more people will be able to find you on the internet and you have taken the first step towards getting more leads with Facebook.

Step 2- Go to your advertising account

To access your advertising account, go to Facebook business suite:
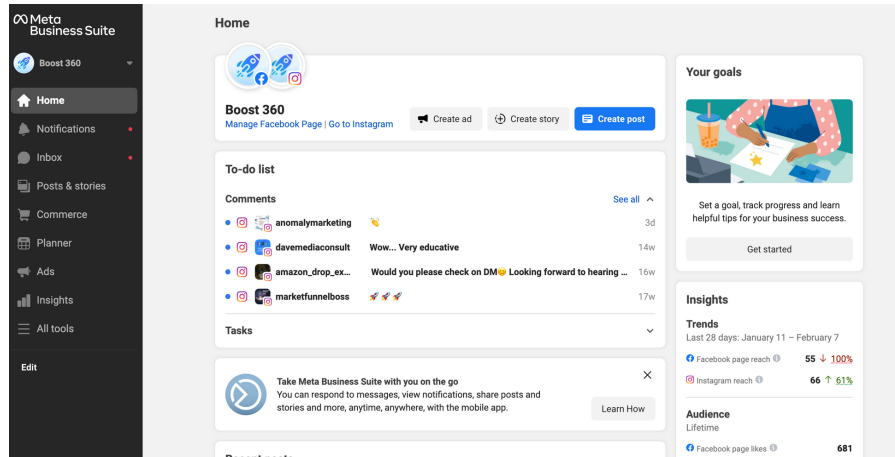
Then go into 'all tools' and 'ads manager':
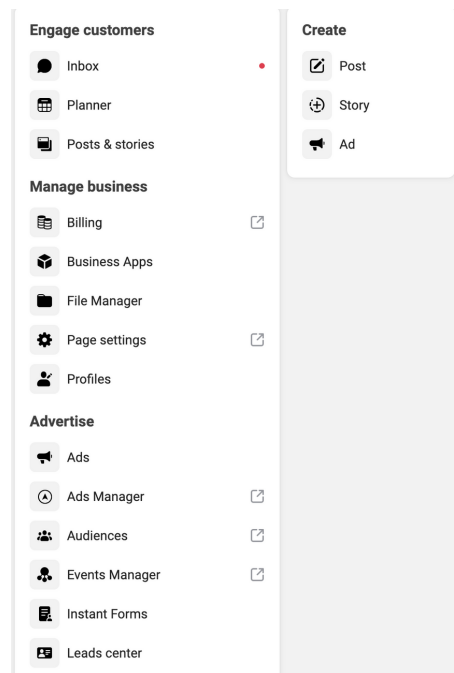
Once you are in ads manager, click on create (the big green button):

The best type of ad to create for the your industry is lead generation via FB which we are going to go through in detail. The reason for this is because Facebook want you to keep users on their platform, they don't want you taking them off.

When you have clicked on 'create ad', click on lead generation and name your campaign and ads:

Now it starts to get a little bit more complicated, so I have produced a little video for you to explain the rest: https://www.loom.com/share/c88e84b7162 c4910ae26b858a6aa8f4a

Please see screenshots of ad copy below:

.

Wouldn't it be nice if you could get more leads and sales without spending a penny on advertising in 2022?

Do you want to create leads on autopilot and be the go to business for your service in your local area?

Boost 360 have put together a 40 page guide which aims to help you do just that. We go over local SEO in detail and how it can help your business generate 50+ local leads a month which will lead to a substantial increase in revenue.

This

Increase Sales

BST360-1.HUBSPOTPAGEBUILDE...
Increase your sales in 2022!
Download our free local SEO Guide

DOWNLOAD

So that is how you create a Facebook ad and if run properly, it can lead to an influx of leads into your business. Just see some of the results of one of our clients:

11.0 Google advertising

Google advertising can be extremely useful for your business if used correctly.

However, it is best to focus on business outcomes (revenue) rather than purely leads and conversions. That way, when you come to figure out your ROI, you have real live data to work with.

For most of our clients, Google ads always seems to be the digital marketing element that is used the most.

Google ads can be extremely complicated and cannot be covered in this guide. Therefore, if you want to know more about the platform, then please do book a call with myself and I would be happy to walk you through it.

9.0 Contact us

Finally finished, well done! You could now easily take this guide and give local SEO a go yourself.

However, we will leave our contact details below just in case you have any questions, you want a free SEO report, or you require our assistance with anything else:

Book a call: https://calendly.com/samuel-145/30-minute-discovery-call

Website: www.bst360.co.uk

Phone: 07939074845

Email: info@bst360.co.uk

BOOST 360