



## Local SEO Guide: 3 Strategies To Higher Rankings in Google

*And the one strategy your competitors are most likely missing!*

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Below are 3 local SEO strategies we implement here at Bipper Media that give our clients a definitive edge in the local search results in Google.

**Who needs this?** If you are a local business that relies on your phone ringing, local foot traffic, or appointments through a form for new business, then this is for you. I realize that's a broad brush across every local business in existence. But the reality is that over 80% of consumers (or more) in local markets turn to Google first to find local products and services. And the majority of these searches are done via mobile phones (iPhone, Android, etc...). So if you are local business, then it's probably safe to assume that over 80% of your local customers (clients, patients, shoppers, etc...) are also searching in Google (and from their mobile phones) to find your products and services.

**Why I'm giving this information away?** I've learned over the past 10 years of serving clients with SEO work, that over delivering with value is the best way to do business. So, my goal here is to over deliver once again by sharing with you - for free - some (just some... not all!) of the strategies I use to drive my local business clients straight to the top of the local search results in Google.

And in some cases, our local SEO work has literally saved our client's business (their words, not mine). The most gratifying part of my work is knowing that what I do matters to a business. If it didn't matter and I wasn't providing value to my clients, then there's no way I'd be able to invest the time, energy, and effort it takes to make this business a success - which is ultimately defined by my client's success.

## **The Importance of Local SEO**

Local SEO is critically important for a local business. After all, when someone searches for a local product or service from their mobile phone, it's usually the top 3 search results that get the majority of traffic and calls - and of those, the #1 search result will typically dominate that market.

So consider this your "insider trading" guide to local SEO.

Take the tips I'm about to share with you, implement them into your own local business, and experience the impact for yourself!

So without further ado.. let's get started!

### **Local SEO Strategy #1: Your domain name can give you a competitive edge.**

In the last 12 months or so, I've noticed an interesting trend in the local search results in Google. And more specifically, in the domain names of top ranked businesses in the local search results. If you conduct enough local searches (like I do every day), and especially searches in large metro areas (think Chicago, LA, NYC, Atlanta, etc...), you'll notice a strong correlation exists between domain names where the metro area is the first instance in the domain and the top search results, which I define as the top 3 - or letters A, B, & C.

As a random example, (and I just did Google'd this as I'm writing...) do a search like "chicago lawyers". Now notice how the top local search result has a geographic area as the first instance in their domain name. In this example, "chicagobar.com" ranks #1 (letter A) - and "chicago" is the first instance in the domain name.

Again, this was a random example - not preplanned.

Of course, you'll be able to find examples where top local search results don't have a metro area name as the first instance. But I'd argue there simply aren't any local businesses with domain names structured in this manner that also have verified Google business pages.

My point here is to share with you my observation of the strong correlation that exists between top local search results and the metro area as the first instance in the domain name. I see it everyday in the work I do and across the large volume of local searches I conduct for my clients.

## **Local SEO Strategy #2: Descriptors in the title of your Google business page.**

A descriptor is a keyword or phrase used in the title of your Google business page that further describes your business and / or your metro area. Depending on what "SEO expert" you ask, you'll get a variation of responses as to whether Google allows descriptors or not. But trust me when I tell you that I call Google local support on a weekly (sometimes daily) basis to get their help in verifying client's business pages, and I always make it a point to ask if they allow descriptors in titles. I have yet to speak with a Google support specialist that has told me "no, you cannot use descriptors".

### **Here's an example of a descriptor:**

Let's say I'm a partner in a law firm in Atlanta, Georgia, my law firm has 5 partners, and my specific practice area is DUI law. First, I could have my own Google business page

for my specific practice area (DUI Attorney). Second, I could leverage a descriptor in my page title that looks like this:

**Google business page title:** *Bobby Holland - DUI Attorney Atlanta*

Both the “DUI Attorney” and “Atlanta” portion of my title are called descriptors. Again, these are elements within the page title that further define who I am, what I do, and my targeted metro area.

\*\*\* WARNING \*\*\* The use descriptors is not your golden ticket to keyword stuffing your Google business page titles. If you take the use of descriptors to the extreme, you'll wake up one day to find your Google business gone from the search results. Google will quickly take action and delist pages that keyword stuff their page titles. However, the proper use of descriptors is not the same thing as keyword stuffing, if you leverage descriptors properly. (*consider yourself warned!*)

## **Local SEO Strategy #3: Schema Language**

Schema language is a code language that's been adopted by Google, Yahoo, and Bing as a standard protocol for indexing local business data from web pages. The local Schema set is designed to help all major search engines better understand local data (i.e. crawl, index, and attribute local data to a specific business and location), and it helps the search engine verify that:

1. you are in fact a local business.
2. the address and location of your business is accurate and consistent.
3. they can best determine the relevance of your location based on a search query.

I always use the [Schema creator tool here](#) to build out my clients local business data. And then I simply grab the Schema code and embed it into my clients website (usually in the footer of the website so it's exposed across all pages).

The only thing the creator tool is missing - in my opinion anyway - is the Schema tag / code for the telephone number. But once you embed the Schema code from the creator tool, you can simply use the following code to add the phone number tag:

```
<span itemprop="telephone">(425) 123-4567</span>
```

(just replace the phone # in the code above with your own phone #).

And there you have it... 3 strategies to local SEO success that will almost always set your business apart from every competitor in your local market.

Aside from the standard steps such as verifying your Google business page, etc... these 3 strategies almost always give my clients the fuel they need to rise to the top of the local search results and dominate their markets with inbound calls, leads, sales, and clients.

The only unknown factor in all of this is the time it takes to rise to the top of the local search results - even with these 3 strategies applied. I've seen clients, in a matter of hours, shoot to letter A, whereas others have taken upwards of 60 days or more - it really all depends on the competitive landscape of your business category and your metro area.

I hope these strategies are helpful as you work to drive your local business to the head of the pack in Google local search results.

**Would you like a free website and Google ranking analysis for your business?**

[Click here to request your free analysis](#) and I'll respond within 24 hours with an in depth look at your website, some areas of opportunity for improvement, and an analysis of your rankings in Google vs. your competitors.

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