



3 Proven Secrets



Become a Local Leader in Your Industry

Introduction

Whether it be for a plumber, a fitness instructor, a landscaper, a party planner or any other business...

you likely already know, that a majority of potential **new customers and leads to your business** will look online to find the local services they need or a problem they need solving.

In fact, the statistics are quite staggering.

97% of people who needed to find a local business for their needs, first initiated some sort of **online search!**

That's not all...

Over 85% of people who look up the location of a business do so by using *Google Maps*.

**In a nutshell: To thrive in the “digital world”, you MUST have an online presence in Local Search.*

What is Local Search?

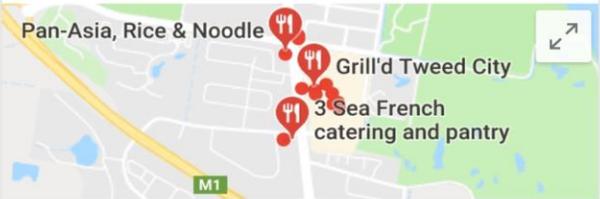
Local Search, is the process of searching on a search engine for something that has a **local intent**.

For example: *“Find a restaurant near Tweed Heads South.”*

A search engine, like *Google* knows, that the person is looking for a restaurant in the location of “Tweed Heads South”.

Google will tailor their search results to both nearby restaurants, and those restaurants with excellent ratings.

Restaurants
near Tweed Heads South NSW



Within 1.6 km Open now Thai French Top

3 Sea French catering and pa...
5.0 ★★★★★ (17) · 1.5 km
French · 4/135 Minjungbal Dr
Breakfast · Cosy · Casual



Pan-Asia, Rice & Noodle
4.6 ★★★★★ (89) · \$ · 2.0 km
Asian · 81 Minjungbal Dr
Late-night food · Casual



Grill'd Tweed City
4.0 ★★★★★ (99) · \$\$ · 1.8 km
Hamburger · Tweed City Shopping ...
Stylish chain for flame-grilled burgers



The list of the **first three businesses** is known as “**The Local Pack**”.

These businesses have:

- Name of business
- *Google* reviews
- Business address
- An image of their business
- *Google* also has an image of where their businesses are located.

There is a high chance that a majority of hungry people, will go to one of these places listed.

Some may look at the reviews. Others may look straight to the menu.

But I would bet good money that they wouldn't receive even half as many customers if they weren't online.

So, the BIG QUESTION: How can my business get listed here?

Getting Listed in the Local Search Results

'How can I get my business in the Local Pack?'

Well *Google* states it right on their page how they determine local ranking.

[\(See here\)](#)

They are:

- **Relevance** – How does your business match what the user is searching for?
- **Distance** – How far away is your business from where the user searched?
- **Prominence** – How well-known is your business?

There are three main steps to getting your business listed in local searches.

Let's take a look!

1 - List your business in Google My Business

You will first set up an account and verify your business (usually through a PIN number or physical mail to make sure your mailing address and business is real).

While waiting for verification, you can add details such as:

- Business name
- Hours of operation
- Photos of your business
- Business address
- Your location on *Google Maps*
- The services or products you offer
- Your phone numbers
- Your website URL

There may be a chance that your business is already listed in Google local search without your knowledge. This is because **ANYBODY can add YOUR business to *Google Maps*.**

A previous customer may have recommended you to a friend. So, they click where your business is on *Google Maps* and after not finding your business there, they type in your business name, and add your information.

Is it accurate? Who knows!

Don't forget, there are also: ***Bing Places for Business, Yahoo Local Listings and Apple Maps!***

Obviously, these search engines don't get the traffic that Google gets, it may still be worth setting them up.

All traffic is potential customers to your website!

Now is a good time to bring in the first factor of how your business measures up.

Relevance

In order to be as relevant as possible, your listing must be as **DETAILED** as possible.

This means making sure your business is in the proper category, adding a business description, photos, attributes...

...anything that describes your business!

One important factor are attributes. Think of these as tags for your business.

If you own a pizza restaurant you can add certain attributes such as:

- Outdoor seating
- Wheelchair-accessible entrances
- Italian cuisine
- Family friendly
- Live music
- Free Wi-Fi

There are also **subjective attributes**, which *Google* collects from reviews, conversations and mentions on the web.

These could be things like:

- Popular for lunch
- Good for groups
- Serves a great dessert
- Good for kids
- Cozy atmosphere

Another factor you need to assess for your local ranking is:

Distance

This factor is quite easy to understand.

The closer a searcher is to your business location, the better the chance you will rank high.

This can be either what they type in (i.e. Pizza places near Minjungbal Drive) or location data from their device.

But there is a caveat! If google judges that a business is farther away, but more relevant to a specific search, it will rank that business higher.

This is why you need to ensure your *Google My Business* listing is detailed and optimised.

Once you have your local listing on Google verified, published and claimed, you now have the ability to show up in a local search result.

However, **this does not necessarily mean you are in the “Local Pack”!**

Your competitors may already have these spots. In fact, **you might not even show up on Google Maps.**

So, how do you grow the power of your listing? Well, now it's time to get to work!

2 – Gain Citations for your Business

Having a listing on Google Maps and an account with Google My Business only announces that your business exists.

Now you have to **prove that you “mean business.”**

To do that, you need to have citations pointing to your business.

What are citations?

Citations are directory and review listings for your business.

Citations act as “mentions” and “votes” from other authority websites and reviewers, which help you begin ranking in the local search listings.

Some examples of citation sources include:

- BusinessListings
- Facebook
- Hipages
- Yellowpages
- LocalSearch
- BBB
- Foursquare
- Yelp
- Localpages.com.au
- Manta
- TripAdvisor

There are literally thousands of places to gain citations, most of them are specific to a type of business and niche.

An automotive dealership, would also include your business listing in places like **CarSales.com.au** and **AutoTrader.com.au**.

But a pizza restaurant, would list their business in **Zomato.com.au** and **LocalEats.com.au**.

Don't forget about the local directories as well. They all give your business that extra bit of juice.

Just like Google Maps, you may have to claim your business on these review websites.

There could be dozens of them you don't know about!

Whether the information is accurate or misleading, you won't know unless you look for them.

Keeping a pulse on the reputation of your business, should be regarded as high as searching for signs of termites in your own home!

3 – Customer Reviews

Citations will definitely give you a better chance to rank in local search, but it **might not be enough.**

Your competitors want the coveted “Local Pack” position on the first page of Google search.

To give power to your citations, you need positive customer reviews.

Customer reviews are important not only for the benefit of customer feedback, but also because **it shows that your business is popular** enough for people to want to leave reviews in the first place.

Natural occurring reviews are great. Simply **asking** your customers for reviews is effective as well.

It’s amazing how many businesses don’t even think of something this simple!

Asking for Customer Reviews

The most viable review system is Google itself, so it's most effective to start there.

Here are some ways you can encourage your customers to leave reviews:

- Ask for a review in a **follow-up email** (after you know they are satisfied!)
- Create **business cards** with review instructions on the back
- Place a **review button** on your website, and list the reviews once you have some
- Ask on **social media** platforms such as Facebook, Twitter etc.
- Give **instructional flyers** to satisfied customers

It is best to develop your own review strategy.

***Will you devote a certain amount of time each day to look for new reviews?
Which websites? How and when will you ask for a review?***

A limo driver may ask right after the ride, while the experience is fresh in their minds.

A builder may call a week or so after everything is completed. The customer has had time to enjoy the new addition or renovation. If there are any problems, you want to get those fixed before asking for an online review.

What about negative reviews?

It's hard to please everybody.

But you can respond! Especially to negative ones!

Responding in a **proactive** way that attempts to **fix the problem** not only has the potential of turning a bad review around, it also **shows new customers that you care** enough to respond and try to provide a solution.

This gives more people confidence in you and your business!

Putting It All Together

Now that you know how to get listed in the local search results, it's time to put it all together.

Let's look at Google's third factor for a local ranking!

Prominence

The more well-known your business is, the higher it will rank.

How does Google determine prominence?

It all comes down to the strength of your brand. The authority and relevance of your website is one factor. **If your website ranks well** on regular search results, it will also rank well in local search.

Mentions from other websites, journals, media sites, reviews and citations also contribute to this.

If you were a hungry tourist looking for food, and the nearby places in Google search were **Domino's Pizza or Joe's Greasy Pizza**, which would you chose?

The majority of the population would choose Domino's Pizza, because it is a familiar brand name.

You NEED to be that familiar brand name, especially in your local area.

To do this you need a complete strategy of website link building, citations, reputation management, social engagement and content syndication.

Let's briefly explore each one.

Your Website & Links

Your business website is still king!

The authority and strength of your website is a ranking factor, as it helps **determine the prominence** of your brand. Even though your local listing and your "organic listing" (the listings in a regular Google search) are separate.

How do you strengthen your website?

This is a completely different method that will take another book to explain, but for the purpose of local search, there are a few common practices to follow.

Links from other sites – Have other strong, authoritative websites linking to your website. This is done through citations, press releases, interviews with journalists, and your business being featured in the local community media (with links back to your website.)

Citations – As mentioned above, citations act as mentions to your business. Each business profile will usually have an area where you can link your business URL, slightly strengthening your website in the process.

Reputation Management – This mainly has to do with checking online reviews and responding to them. It is also where you respond to customers who mention you on Twitter, public Facebook posts and community groups, and niche forums where your customers are usually active. If you can find people who talk about you online, you can bet that Google is collecting all these mentions about your business as well!

Social Engagement – Your Facebook page, Facebook groups, local community groups, Pinterest, Twitter, Instagram and other social networks are all powerful sources for your brand. Being active on some or most of these and communicating with your customers from them shows (and signals to Google), your level of engagement and dedication to client satisfaction.

Content Syndication – This is a strategy where you position yourself as an authority in your business niche. For example, if you are a home inspector, writing a weekly column in a major community newspaper would make you an instant authority figure in your community.

You can have a blog on your website, where you publish articles for your visitors, clients and (most importantly) potential clients to read. Syndicate these articles to your Facebook page and link them to your other social media business pages.

Content is not limited to articles. Videos and audio podcasts are extremely popular as well.

There it is!

A complete guide to gaining more customers by local search ranking.

By combining some or all of these factors and **taking meaningful action**, you can build your online presence into a powerful brand to **dominate the top** of local search.

Whenever a nearby customer is looking for a service like yours, you will be there, open for business and ready.

Because you will be a part of the Local Pack!

Thank you for reading my FREE downloadable PDF.

If you have any questions in how **we can help your business** move toward becoming the Local Leader,

Contact Our Team [HERE!](#)

Also, **[Check out our Facebook page HERE!](#)**

Best wishes for your future business,

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