

Get Found as a Local Business

5 INITIAL STEPS



EvanTrickett.com



HERE'S WHAT WE'LL COVER

CULTIVATE LOYALTY
FOR YOUR
LOCAL BUSINESS



ORGANIC & LOCAL VISIBILITY



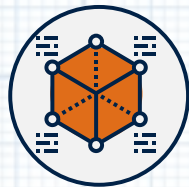
LOCATION PROXIMITY



**INCREASE AND ENCOURAGE
CITATIONS, REVIEWS & LINKS**



**OPTIMIZE YOUR TERRITORY
& TARGET LOCATIONS**



SCHEMA OR HIDDEN TEXT



Remember, marketing is a War Over Attention



ORGANIC & LOCAL VISIBILITY

Register your business with the major search engines and social sites. With less than 750 characters, describe the approach of your business and leave out the cold itemized lists. Paint a picture of how your customers feel when visiting your business. What are the first 3 things they may notice? Do not forget to focus on your features and benefits.

 **Bing** places for business

facebook

Google 
My Business

 **YouTube**

LinkedIn

yelp 



LOCATION PROXIMITY

Your home page needs to list the local regions you serve. Use specific city names, zip codes, and regions. Be targeted and focus on a small regional area that is true and not exaggerated. Also, include your business address on every web page you create. The goal of these pages is to make sure you get found especially when customers use their mobile phones. Getting this specific to your regional market will enable you to be listed toward the top.



INCREASE AND ENCOURAGE CITATIONS, REVIEWS & LINKS

It's important you ask every person for an online review. Email a follow-up reminder or hand deliver a reminder card with a QR code that takes them to a specific review spot. Remember, negative reviews add credibility to your audience. Follow each review with a personal note. Next, follow your social media business listings and keep an eye out for your business @mentions. Do not forget about local town newspapers, chamber of commerce, and small business administrations.



OPTIMIZE YOUR TERRITORY & TARGET LOCATIONS

Now it's time to get very granular. Build a specific web page for each: city, school district, individual school, library, and specific neighborhood development. Include images of maps with text including major intersections and directions. Remember to be targeted and focus on a true regional area. Getting this specific will enable your business listing to ultimately be listed toward the top when searched on a map. Last, tie all your web pages together with a site map listing every individual page you have created. Keep in mind, that the intention of these regional landing pages is not for your customer to individually read. These pages are part of a ranking strategy for search algorithms.



SCHEMA OR HIDDEN TEXT

Schema markup is hidden data (or code) on each of your websites. Once added to a webpage, schema markup creates an enhanced description or rich snippet which appears in search results. This is a great place to include an itemized list of the products or services your business delivers. Less than one-third of websites include this type of data. This tactic seems technical, but don't worry as there are many tools and free plugins to deploy this strategy.



Get Found with **Local** Searches

Let's partner in the journey of being a local business owner. My experience can help eliminate the unknown & deliver a roadmap to get found from local searches. It is my goal for small businesses to be successful and enable them to focus on the things that actually drive revenue.



Cultivate Loyalty

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