

107 - Brick and Mortar SEO

Gert Mellak 0:00

So you want to make sure that the content you put on your blog, for example, has some elements that of local relevance. You want to make sure that your links, links that come from other websites pointing to yours have a certain local relevance, we want to make sure that the PR you're getting is actually from local relevant newspapers, magazines, etc. You might even want to collaborate with some local authorities, just in order to make sure they can link to you or name, your business, your brand in this local context.

SEO Leverage Podcast Intro Music 0:36

Welcome to the SEO Leverage Podcast, where we talk about search, marketing and conversion.

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Welcome back to SeoLeverage.com. Gert Mellak here. And today we are going to talk about Brick and Mortar SEO. If you have been listening to this show for a while, you know we talk a lot about ecommerce sites a lot about online courses. But it is true that in the last 20 years of SEO, we have been doing quite a fair share of local SEO work for local businesses, brick and mortar businesses, from car repair shops to furniture businesses, to all kinds of service providers. And it is also true that their SEO, SEO for local businesses is very, very different. In some aspects from SEO we will do for national or international businesses. So stay tuned if this is something you're struggling with, because you might take one or two nuggets here away from this episode.

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The first thing that's really important is that you optimize your website for local search, you need a keyword research, you need to know how people are searching for your products or your services or your type of business when they are in your local areas. And you really want to have a good idea about what kind of phrases they use. This is not something by the way that you're going to find in keyword research tools, specifically with volumes necessarily, especially if you're in smaller towns with less population, for example, but it is definitely a lot of information with bigger cities, for example. So if you search for iPhone covers in New York City in Manhattan or something like this, you're definitely going to find volumes as well.

2:16

I personally prefer to check out Facebook groups, forums, etc, that are relevant for this specific region. Also, maybe check Twitter and see what kind of phrases do people actually search for. Somebody might just put up a tweet that says Does anybody know a vet in plus city, for example. And this already might give you a clue what kind of searches you actually want to rank for. The keyword research is really about making sure that you get the right content in front of those people searching for those particular queries.

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The second thing or tip I want to give today is to claim your Google business profile listing. Google business profile is what used to be called Google My Business before is a free directory, you can sign up for that you can authenticate your business and all. So type in all the information that is going to make sure that Google knows that you have a physical business that Google knows where exactly you are located, you can give them your opening hours, the area from where you usually get clients, upload images, categorize your business, and just give Google a lot of information to work with. So it's easier for them to put your business in front of your future customers.

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The third one that has been important for many, many years is generating online reviews, online reviews, you know, those five star reviews everybody wants to have. If you type in your business name into Google, what kind of review stars are you seeing? What kind of reviews have people been adding to your business listing online? Are you actually aware of this? Are you actually moderating them? Do you react properly, in the right way to those more negative reviews? Do you actively try to get positive reviews from your happy customers at the right moment? There's a lot of strategy we teach our clients here, and very often encourage them, educate them about what kind of moment that must be where they reach out for a review. Reviews are a very important part of the overall online optimization and reputation management. But really, for local SEO is absolutely necessary to get great reviews from actual customers. Don't try to fake it here.

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The last point I want to make is a good localized content strategy. What do I mean by this? Google from the Google business profile is going to have a very good idea where you're located. But this doesn't mean that all the content you have on your website is actually relevant for people in your area. So you want to make sure that the content you put on your blog, for example, has some elements that of local relevance. You want to make sure that your links links that come from other websites pointing to yours have a certain local relevance. You want to make sure that the PR you're getting is actually from local relevant newspapers, magazines, etc. You might even want to collaborate with some local authorities, just in order to make sure they can link to you or name your business your brand in this local context. We really need to hear think a little bit smaller. And if this is a local business that's in a chain or a franchise, you need to still think big, but try to break it down then on the local level for each and every single location you are running.

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So it doesn't mean that brick and mortar wouldn't be for big businesses, you can never really be business where you just have like usually a store or garage, repair shop or whatever it is, in all a lot of different towns, you will still have a local SEO challenge you need to overcome. So make sure that you keep the focus clear, make sure you focus on local as much as possible, and also

never lose the relevance out of sight. If you want to know more about how to push your brick and mortar with local SEO strategies forward in Google in your area, please reach out. Head over to SEOLEVERAGE.com scheduling a call a discovery call with me. We figure out if we can help how we could help what this would look like and what the expected results could be. My name is Gert Mellak. Thank you so much for listening.