

The Quickly Evolving World of Local SEO

Presented by:

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Agenda

- I. The Local Landscape
- II. Why Local Search Matters
- III. Optimizing For Local
- IV. The Google+ Elephant in the Room
- V. Review Monitoring & Management

The Local Landscape

What is a local listing?

Google

shoe store

Web

Images

Maps

Shopping

More

Search tools

About 115,000,000 results (0.30 seconds)

Ads related to shoe store

[Women's Shoes - Kohls.com](#)

[www.kohls.com/WomensShoes](#)

Kohl's®: Women's **Shoes** for Less. Free Shipping on \$75 Orders!

Kohl's has 6,013 followers on Google+

10010 N.E. Halsey St, Portland, OR - (503) 408-4034

Girls' Athletic

Boys' Athletic

Girls' Sandals

Boys' Sandals

[Shoes, Boots, Sandals, Designer Shoes & Handbags - Payless Shoes](#)

[www.payless.com/](#)

Shop Online or Nearest **Store** for Women's **Shoes**, Children's **Shoes**, Men's **Shoes**, and Designer **Shoe** Styles | Free Shipping to a **Store** | Payless Online **Shoe** ...

[Imelda's](#)

[imeldas.com/](#)

4.3 ★★★★★ 48 Google reviews

[Foot Traffic](#)

[www.foottraffic.us/](#)

4.7 ★★★★★ 7 Google reviews

[Johnny Sole](#)

[www.johnnysoleshoes.com/](#)

4.3 ★★★★★ 28 Google reviews

[pedX shoe shangri-la](#)

[www.pedxshoes.com/](#)

4.0 ★★★★★ 17 Google reviews

[Solestruck](#)

[www.solestruck.com/](#)

1 Google review

[Aerosoles](#)

[aerosoles.com/](#)

Google+ page

[Halo Shoes](#)

[www.haloshoes.com/](#)

4.3 ★★★★★ 21 Google reviews

A

3426 SE Hawthorne Blvd
Portland
(503) 233-7476

B

333 SW Taylor St
Portland
(503) 525-1243

C

815 SW Alder St
Portland
(503) 225-1241

D

2005 NE Alberta St
Portland
(503) 460-0760

E

417 SW 13th Ave
Portland
(503) 224-3591

F

700 SW 5th Ave
Portland
(503) 241-7341

G

938 NW Everett St
Portland
(503) 331-0366

Map for shoe store

[Shoes at Kmart®](#)

[www.kmart.com/Shoes](#)

Save on **Shoes**
at Kmart. **Shop** our Footwear Today!

[Women's Shoes - NORDSTROM](#)

[www.nordstrom.com/](#)

Shop top brands in womens **shoes**
Save up to 40% Now. Free Shipping!
9175 SW Cascade Avenue, Beaverton
(971) 327-6161

[Shoe Store](#)

[www.signatureshoes-or.com/](#)

Beaverton area **shoe** store.
Contact Us Today.


[Online Shoes Stores](#)

[www.shoebuy.com/](#)


Free Shipping & Free Returns.
No Tax and a 100% price guarantee!


See your ad here »

See results for shoe store on a map »

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A Google Carousel?

Google  [SIGN IN](#)

[Web](#) [Images](#) [Maps](#) [Shopping](#) [News](#) [More](#) [Search tools](#) 

Restaurants in Portland, OR

Price, Ratings... ▾

Restaurant	Rating	Reviews	Cuisine
Otto & Anita's Bavarian Resta...	4.2 ★★★★★	39 reviews	\$\$ • American
Fat City Cafe	4.1 ★★★★★	135 reviews	\$ • American
Portland City Grill	4.1 ★★★★★	1,521 reviews	\$\$ • American
Down To Earth Cafe	4.3 ★★★★★	34 reviews	\$\$
New Delhi Restaurant	3.9 ★★★★★	59 reviews	\$\$ • Indian
Screen Door	4.5 ★★★★★	937 reviews	\$\$ • American
Mother's Bistro & Bar	4.1 ★★★★★	1,277 reviews	\$\$ • American
Huber's Cafe	4.1 ★★★★★	677 reviews	\$\$ • American
Tasty n Sons	4.5 ★★★★★	330 reviews	\$\$ • American
Toro Bravo	4.6 ★★★★★	583 reviews	\$\$ • Spanish
Marco's Cafe & Espresso Bar	4.2 ★★★★★	108 reviews	\$ • Vegetarian

[Portland » Restaurants - Yelp](#)

www.yelp.com/c/portland/restaurants ▾

The Best Restaurants in Portland on Yelp. Read about places like: The Waffle Window, Screen Door, Built To Grill, Andina, Le Pigeon, Tasty n Sons, Toro Bravo, ...

Restaurants Portland, OR - Downtown - Southeast Portland - Northeast Portland

[Portland Restaurants | Urbanspoon](#)

www.urbanspoon.com/c/24/Portland-restaurants.html ▾

Portland restaurant reviews from critics, food blogs and fellow diners.

Best Portland restaurants - Downtown Restaurants - Screen Door - Pok Pok



Why are local listings used?

Read **reviews**...

Get **directions**

Find a **phone number**

See **pictures**

Research **pricing**

...and more!

Search Engine Platforms

Google

bing
Local

YAHOO!
LOCAL

Service Platforms



Local Based Services (LBS)

The Facebook logo, consisting of the word "facebook" in white, lowercase, sans-serif font, centered within a solid blue rectangular background.

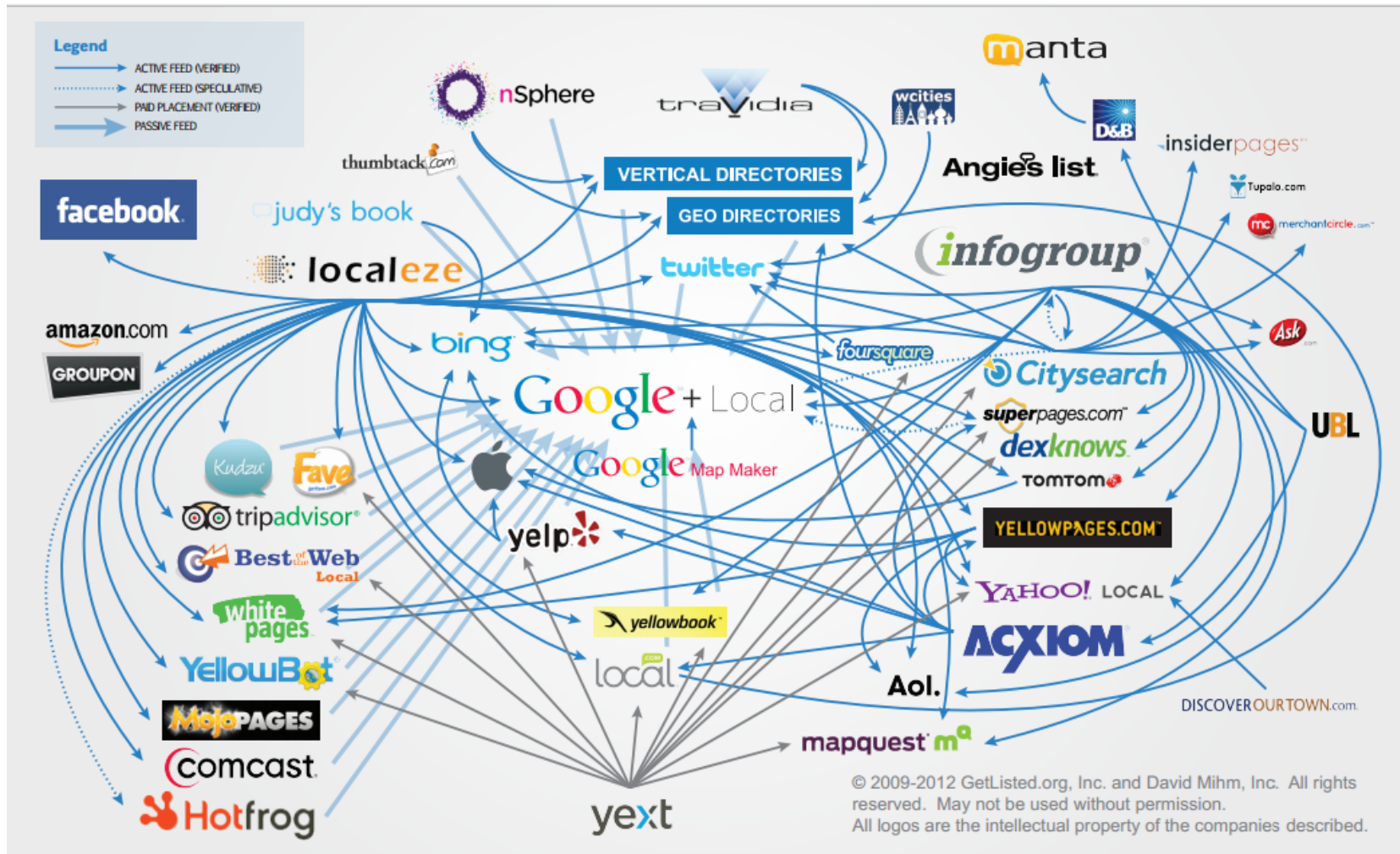
Then There Are Feeds...



Holistic Approach is a Must

getlisted.org

The Local Search Ecosystem



Why Local Search Matters

20% of desktop queries have a local intent

50%+ of mobile queries
have a local intent



Only **5%** of those use the city or state within the search query



restaurants in portland oregon

Google Search

I'm Feeling Lucky

2% use terms such as neighborhoods

0.5% use zip codes

What do these stats mean to you?

You could be **missing out** on a lot of your potential traffic

Reviews Are Important

Consumers are influenced by user reviews – one bad review can multiply quickly



85% of consumers said they read
online reviews for local businesses



79% of consumers trust
an online review as much as a
recommendation from a friend

73% of consumers said a positive review makes them trust a business more



Optimizing For Local

How do you not get lost in the crowd?

[Get directions](#)[My places](#)

restaurants

A Lincoln Restaurant

3808 N Williams Ave, Portland, OR

(503) 288-6200 · lincolnpdx.com

4.2 ★★★★★ 95 reviews · \$\$

hanger steak · hot fudge · attentive service · creme fraiche · onion rings

"Finally made our way to Lincoln after years of hearing the name float around ..."

B Tasty n Sons

3808 N Williams Ave, Portland, OR

(503) 621-1400 · tastynsons.com

Category: American Restaurant

4.5 ★★★★★ 330 reviews · \$\$

small plates · bacon wrapped dates · family style · fried egg · steak and eggs

"Their food, environment, and staff are amazing. I loved coming here and will ..."



C Equinox Restaurant & Bar

830 N Shaver St, Portland, OR

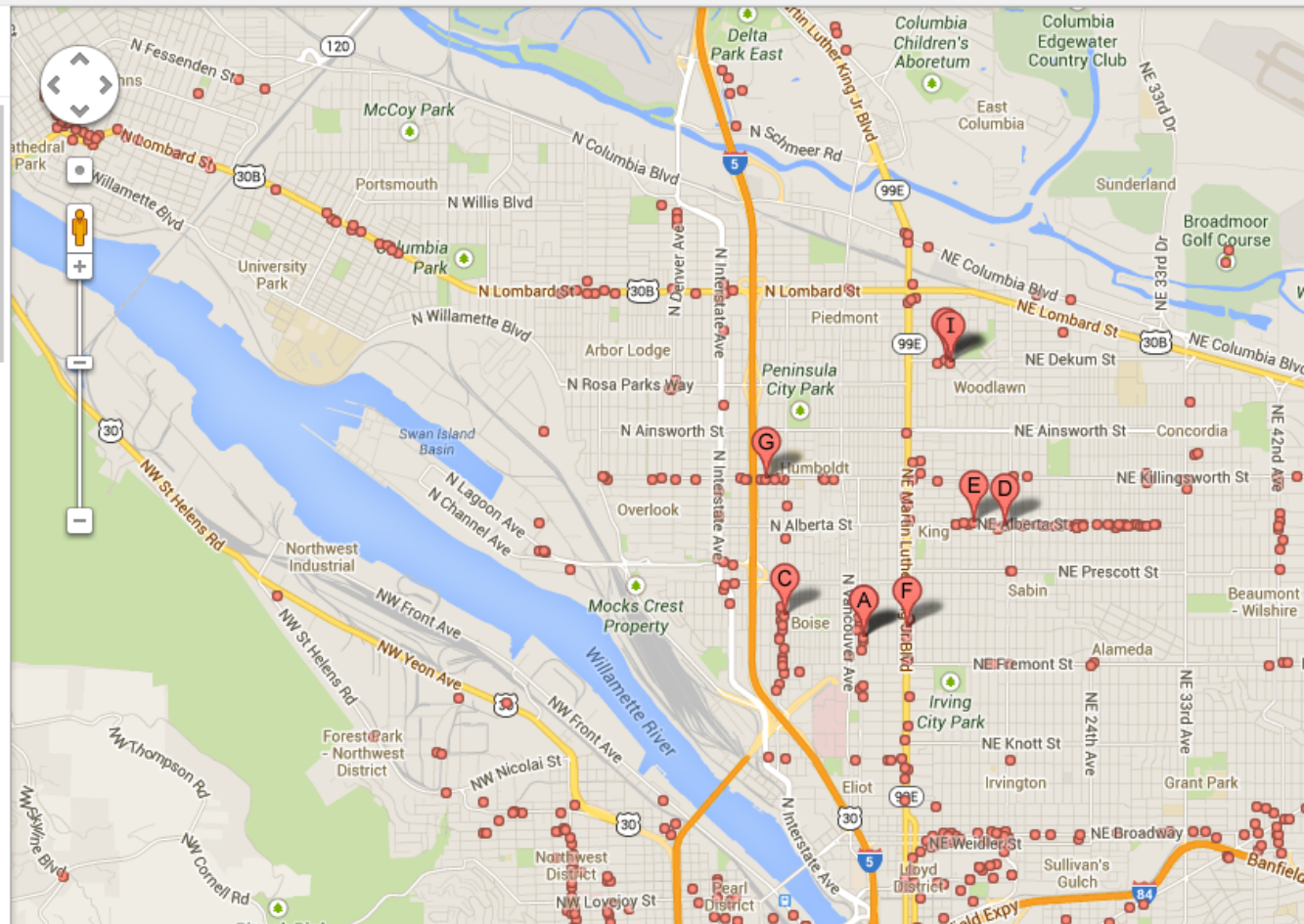
(503) 460-3333 ·

equinoxrestaurantpdx.com

4.0 ★★★★★ 130 reviews · \$\$

pork loin · prosciutto wrapped shrimp · fish and chips · chocolate torte · chick pea

"Very nice pasta dishes, good cocktails. Casual, affordable, cosy."



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Key Steps for Local SEO

Claim → Optimize → Monitor

Key Local Term

N.A.P.

Name

Address

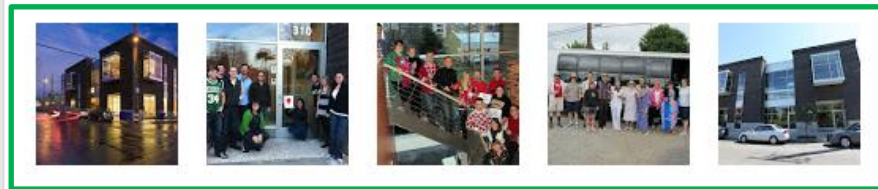
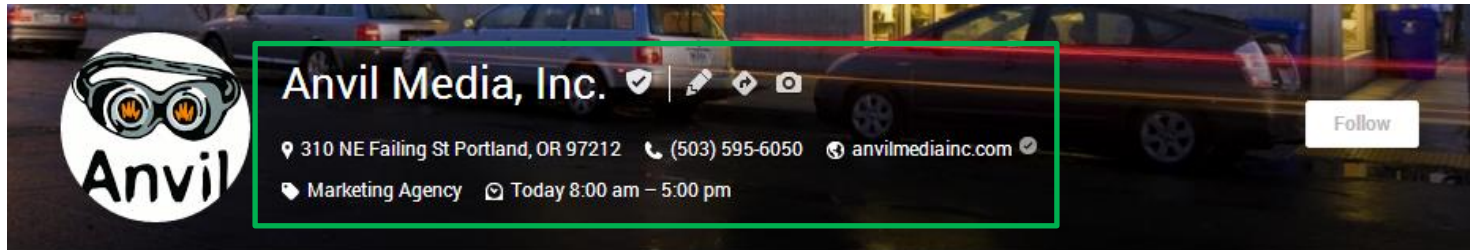
Phone

Top Ranking Factors

1. Proper Category Associations
2. Physical Address in City of Search
3. Consistency of Structured Citations
4. Quality/Authority of Structure Citations
5. HTML NAP Matching Place Page NAP
6. Quantity of Structured Citations
7. Domain Authority of Website
8. Individually Owner-verified Local Plus Page
9. City, State in Places Landing Page Title
10. Proximity of Address to Centroid

Source: <http://moz.com/local-search-ranking-factors>

Listing Ranking Factors



310 NE Failing St Portland, OR 97212
(503) 595-6050 · anvilmediainc.com

Marketing Agency · Today 8:00 am – 5:00 pm

Founded in 2000, Anvil Media, Inc. (Anvil) is a digital marketing agency specializing in search engine marketing (SEM), search engine optimization (SEO), pay-per-click (PPC) management, search engine marketing public relations (SEM PR), online reputation management (ORM) and social media marketing (SMM) services. Anvil's SEM clients benefit from a broad array of search engine marketing services designed to generate a meaningful return-on-investment (ROI) on Internet marketing programs. Through strategic marketing partnerships, Anvil also provides best-of-breed Web development, email marketing, advertising, public relations and International SEM support. Don't take our word for it; see what our SEM clients have to say about our results.



NE M L King & Failing (234 ft E)

Directions

See inside



4.7



22 reviews

Listing Ranking Factors

Google Citations



HOW IT WORKS

ENTER YOUR KEYPHRASE*

SELECT YOUR FINAL SEARCH PHRASE

Search >

Enter Search Phrases

Enter your keyphrase, like "edmonton shoes". We help you identify other potential variants ("shoes edmonton") to ensure you don't miss any potential citation sources.

	LOCAL RESULTS	SEARCH DATE	CITATION SOURCE
sheffield spa	✓	Feb 10, 2011	665 view s
sheffield dentists	✓	Feb 10, 2011	655 view s
sheffield restaurants	✓	Feb 10, 2011	655 view s
edmonton moving companies	✓	Feb 9, 2011	636 view s
edmonton windows	✓	Feb 3, 2011	677 view s
edmonton flowers	✓	Feb 3, 2011	680 view s
edmonton plumbing	✓	Feb 3, 2011	608 view s
stockholm flowers	✓	Jan 31, 2011	570 view s
stockholm flowers	✓	Jan 31, 2011	570 view s
Whitespark (780-907-0575)	✗	Jan 18, 2011	29 view s
calgary massage	✓	Jan 15, 2011	678 view s

Discover Citations

We scour the internet and find all of the citation site listings for the top ranking sites. Most keyphrases return hundreds of potential citations.

OCCURENCES (?)	ACR (?)	DA (?)	GOT IT!	USELESS
20	9	56.73	<input checked="" type="checkbox"/>	<input type="checkbox"/>
15	11	85.89	<input checked="" type="checkbox"/>	<input type="checkbox"/>
12	5	38.43	<input type="checkbox"/>	<input checked="" type="checkbox"/>
10	6	43.91	<input type="checkbox"/>	<input type="checkbox"/>
9	11	77.69	<input type="checkbox"/>	<input type="checkbox"/>
9	8	47.63	<input type="checkbox"/>	<input type="checkbox"/>
9	5	37.19	<input type="checkbox"/>	<input type="checkbox"/>

Stay Organized

Start building citations and improving your rankings. We help you keep track of which citations you already have so you're not wasting your time.

Source: <http://www.whitespark.ca/local-citation-finder>

Key On-site Optimization

Location and Business Type in All Key Areas

- Title Tag
- Meta description
- Headline (H1 tag)
- Body Copy
- URL

Key On-site Optimization




Schema Markup

```
<div itemscope itemtype="http://schema.org/LocalBusiness">
<div itemprop="address"
itemscope itemtype="http://schema.org/PostalAddress">
<span itemprop="streetAddress">310 NE Failing Street</span>
<span itemprop="addressLocality">Portland</span>,
<span itemprop="addressRegion">OR</span>
<span itemprop="postalCode">97212</span>
</div>
<div itemprop="geo" itemscope itemtype="http://schema.org/GeoCoordinates">
Latitude: 45.5507799
Longitude: -122.66252959999997
<meta itemprop="latitude" content="45.5507799" />
<meta itemprop="longitude" content="-122.66252959999997" />
</div>
Phone: <span itemprop="telephone">503-595-6050</span>
</div> <br />
```

Event Markup Example

[The Fillmore New York at Irving Plaza Concert Tickets, Schedule ...](#)
Buy The Fillmore New York at **Irving Plaza** tickets and find concert schedules, venue information, and seating charts for The Fillmore New York at Irving ...

Led Zeppelin 2	Sat, Jan 23
Cheap Trick with Jason Falkner	Mon, Jan 25
Hip Hop Karaoke Championship	Fri, Jan 29

[www.livenation.com/.../the-fillmore-new-york-at-irving-plaza-new-york-ny-tickets -](#)
[Cached](#) - [Similar](#) -   

Things to Avoid

What Not to Do:

- Have a listing for a location where a business is not at – like a P.O. Box
- Stuffing your business name with keywords
- Mis-matched NAP or tracking numbers
- Incorrect business category
- Multiple listings with same/similar business title and address
- Reports of violations of your listing
- Presence of malware on your website

...basically anything that is seen as spammy

Source: <http://moz.com/local-search-ranking-factors>

The Google+ Elephant in the Room

Google+



Google Places → Google+ Local

The Merge

[About](#)[Posts](#)[Photos](#)

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4.7
★★★★★
22 reviews



✍ Write a review

At a glance: search engine marketing services · internet marketing · search engine optimization seo · reputation management · site rank



🏠 NE M L King & Failing (234 ft E)

📍 Directions

See inside



116 in their circles



David Mihm



Raven Tools .

Review Monitoring & Management

Key Online Review Tips & Tactics

1. Always monitor reviews
2. Address negative reviews in a timely manner (24 hours max)
3. Great customer service naturally creates better ratings
4. Identify themes within negative reviews and take appropriate action in order to improve as a company
5. Track competitive reviews for intelligence and insight
6. Always remember - reviews directly impact revenue

Respond to the Negative

When to Respond

- ✓ You know your company is in the wrong
- ✓ The review is misstating facts
- ✓ You can tell the reviewer is mad at you and not just life

How to Respond

- ✓ Be honest & calm
- ✓ Be transparent
- ✓ Offer something for their troubles (25% off their next purchase?)
- ✓ If needed – take the conversation offline

“Are You Kidding Me???? This Place was HORRIBLE!!!!!!”



Lasteve1977 10 contributions
Los Angeles, California

Save Review

1 person found this review helpful

I'm shocked this hotel is getting good reviews. SHOCKED!!!!!! First off, the place is as old as George Washington, and the rooms look like something out of the Shinning! Pink shades, and wallpaper? A round box TV from the 80's? But forget that... what about the bed. Sleeping on the bed was a step up from sleeping on the sidewalk.... [more](#)

Management response from
Richard Cox, Manager

Dear Guest, I was very disappointed to learn that your experience was far from how our guests normally enjoy their stay. I am certain that after seeing the vast array of your travel experience you would understand the Westgate is not your typically modern hotel. The Westgate is an artful facility featuring many unique original works of art such as... [more](#)

Respond to the Positive

When to Respond


- ✓ When you get a rave review

How to Respond

- ✓ Be gracious and humble
- ✓ Let them know you appreciate their business

“The Best Hotel Ever”



suebob  70 contributions
Madison, WI

Save Review

1 person found this review helpful

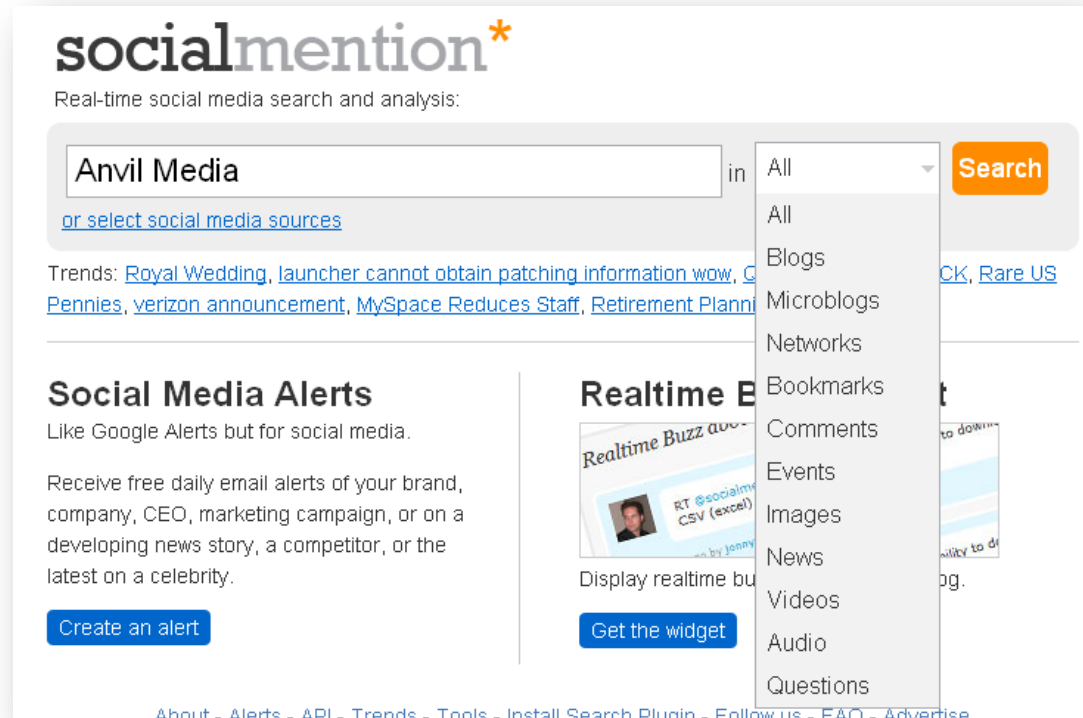
This hotel is fabulous. I went with a business group, and many said it was the nicest hotel they'd ever stayed in. The public areas are fabulous, with lots of marble and beautiful woodwork. The bedrooms are exceptional -- large, comfortable. The bathrooms are also large with a deep soaking tub and a separate shower. The meeting rooms are also... [more](#)

Management response from
HotelOps, Director of Hotel Operations

Dear Guest, Thank you for taking the time to share your recent experience with us. We are honored by your kind remarks and truly delighted that you enjoyed our accommodations, amenities and service. My colleagues and I recognize the tremendous amount of lodging options available for your consideration. We thank you for the opportunity to earn your trust and hope... [more](#)

Tools – SocialMention

- ✓ Search by keyword
- ✓ Set up Alerts
- ✓ Includes blogs, comments, news & more



Tools – Google & Yahoo Alerts

- ✓ Company or industry news directly to your inbox

Google Alert - anvil media

Google Alerts [googlealerts-noreply@google.com]

Sent: Tue 1/11/2011 11:07 AM

To: brooke@anvilmediainc.com

Web

2 new results for anvil media

[Twitter / Anvil Media Inc.: Anvil Media Finishes 2010 ...](#)

Anvil Media Finishes 2010 With Record Revenue. Details: <http://ow.ly/3wSGm>.
twitter.com/anvilmedia/status/21981672408883200

[Top Pages in Webmaster Tools | Rachel Andersen on SEJ | Social ...](#)

Anvil Media is a professional search engine marketing company. We help our clients achieve their goals through PPC, SEO, Online Reputation Management ...
www.socialsearchmarketer.com/.../top-pages-webmaster-tools-...

This once a day Google Alert is brought to you by Google.

[Remove](#) this alert.

[Create](#) another alert.

[Manage](#) your alerts.

Recap

Recap

- If you're not on Google+ - get on it!
- Be sure to claim and optimize your local profiles
- Optimize your website for local SEO
- Reviews influence customer behavior significantly
- Respond to both negative and positive reviews
- Be involved and engaged