



STRATEX
digital marketing

Local SEO

Digital Marketing Strategist

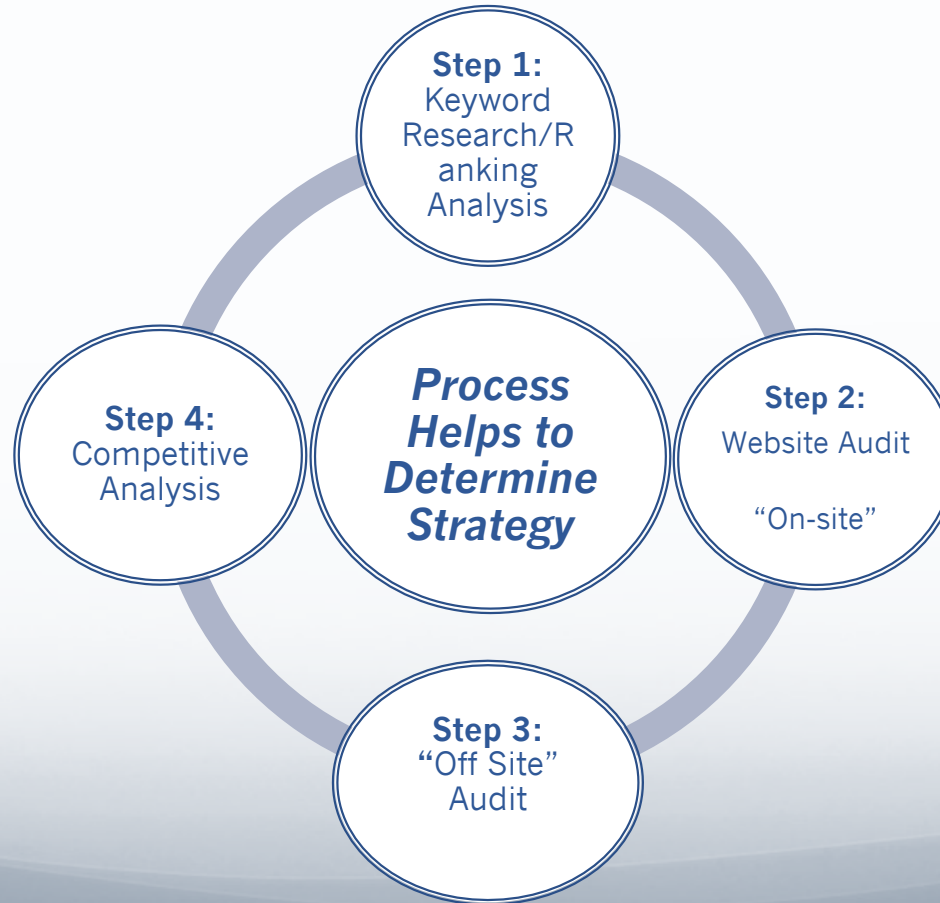
Uniquely Qualified to Help Business With Digital Marketing

- Dan Stratford

- Digital Marketing Since 1997
 - SEO
 - Adwords/PPC/Paid Search
 - Website Development
 - Social Media
- Product Development to Business Development
 - Dex Media - \$28M to Over \$120M
 - LexisNexis – Grew to Over \$10M/Year
 - C1 Partners – Grew a \$1M Agency
 - Lawyermarketingexpert.com
- Strategic
 - Messaging Development
 - Results Based Strategy Development
 - Tracking Results at Conversion Level



SEO Strategy Development



Agenda

1

Review Off-Site SEO

2

Why Local?

3

How Local Setup

4

Ranking Factors for Local

Off-Site SEO

Still About Links

- Link Diversity
- Link Relevance
- Link Quality

Local Links

- BBB
- Chambers
- Other Vertical Local Organizations

Local Directories

- Important
- Won't overcome lack of links

Local Social

- LinkedIn
- Facebook
- Twitter

Building Your Online Reputation

What Does Google Want?

- The best experience for the searcher...
- ...so they come back.

Backlinks Are a Vote/Reference

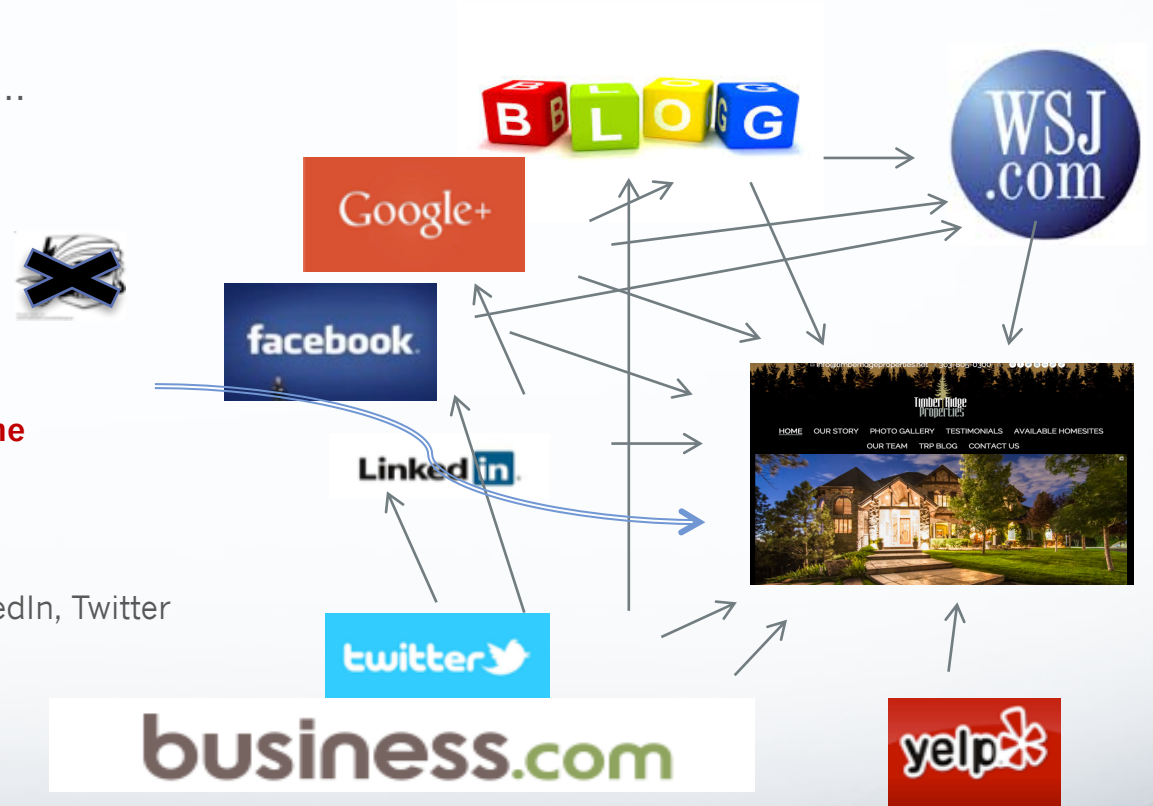
- From Quality Sites
- From Relevant Content
- From Relevant Websites
- **Bad Backlinks Can Be Difficult to Overcome**
- **Tier 2 & Tier 3 Links**

Social Media

- Are you setup on Google +, Facebook, LinkedIn, Twitter and others?
- Are you active in social media?
- “Social Signaling”




Google & Other Properties

- Google Plus
- Google Authorship
- Local Directories: Google, Yelp, Yahoo!, Bing & Others



Why Local?

1. Own your brand – “anchor your referrals”
2. People can find you
3. Reviews



[All](#) [News](#) [Images](#) [Maps](#) [Videos](#) [More](#) [Settings](#) [Tools](#)

About 7,790 results (0.51 seconds)

The Creative Alliance - Digital Marketing Agency
[\[Ad\] www.thecreativealliance.com/](#) ▼
High ROI. Reach Your Customers Easily. Award-Winning Creative Design & Lead Gen
ROI Driven Marketing · 25 years of expertise
[Our Client's Speak · Why The Creative Alliance](#)

Stratex Digital Marketing: Home
<https://stratexdigitalmarketing.com/> ▼
Our experts provide you with the knowledge and tools you need to develop, implement and manage the ideal digital marketing strategy for your business.

Meet Our Team
Meet our exceptional team of experts.
... Stratex consulting ...

Contact Us
We are easy to contact: Call us anytime at (303) 945-7400 ...


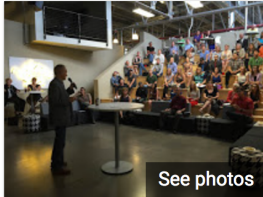
[More results from stratexdigitalmarketing.com »](#)

Stratex Digital Marketing | LinkedIn
<https://www.linkedin.com/company/stratex-digital-marketing> ▼
Learn about working at Stratex Digital Marketing. Join LinkedIn today for free. See who you know at Stratex Digital Marketing, leverage your professional ...

Stratex Digital Marketing | Denver Metro Chamber of Commerce ...
www.denverchamber.org/Internet-Marketing/Stratex-Digital-Marketing-23388 ▼
Stratex Digital Marketing | 3461 Ringsby Court, Suite 435, Denver, CO, 80216 |

Stratex Digital Marketing - South Metro Denver Chamber
web.bestchamber.com/Marketing-Consultants/Stratex-Digital-Marketing-22329 ▼
Stratex Digital Marketing | 3461 Ringsby Court, Denver, CO, 80216 |

Stratex Digital Marketing | Facebook
<https://www.facebook.com> > [Places](#) > [Denver, Colorado](#) > [Advertising Agency](#) ▼
★★★★★ [Refine your search](#)



[See photos](#)

Stratex Digital Marketing ★

[Website](#) [Directions](#)


4.9 ★★★★★ 8 Google reviews
Marketing consultant in Colorado

Address: 3461 Ringsby Court, Suite 435-A, Denver, CO 80216
Phone: (303) 945-7400
Hours: Open today · 6AM–6PM ▼
[Suggest an edit](#)


Reviews from the web

5/5 [Facebook](#) · 3 votes

Reviews [Write a review](#) [Add a photo](#)



"It has helped us with our attorney business greatly in our local area."

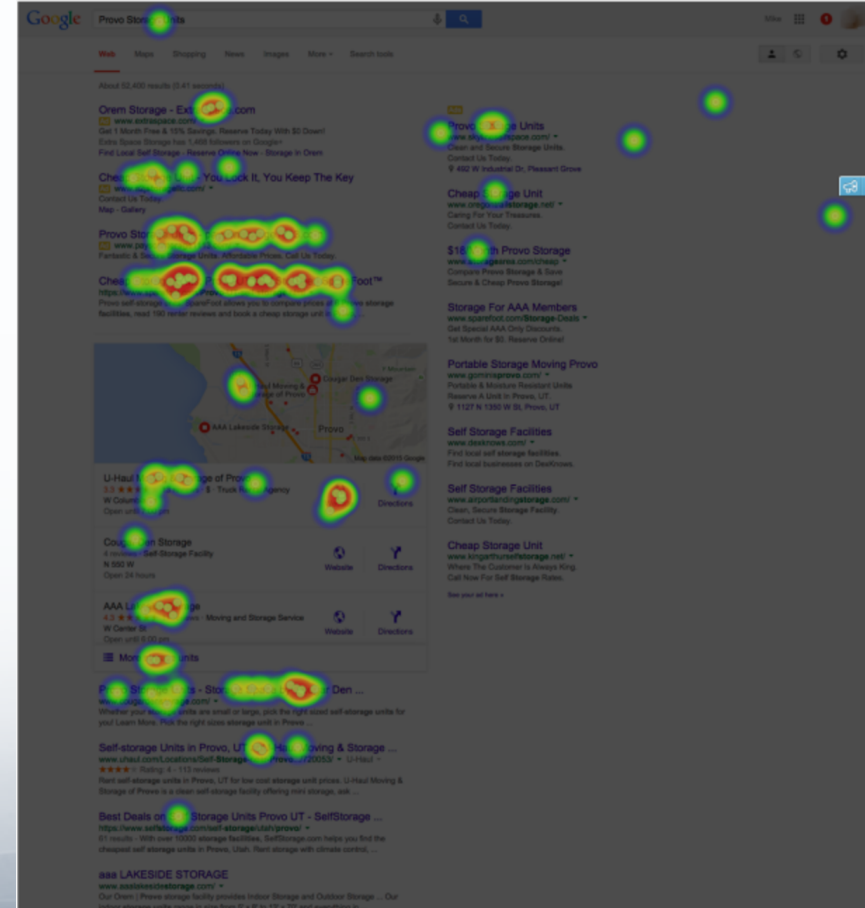


"Dan has been instrumental in helping set up and coordinate our SEO efforts."

Why Local

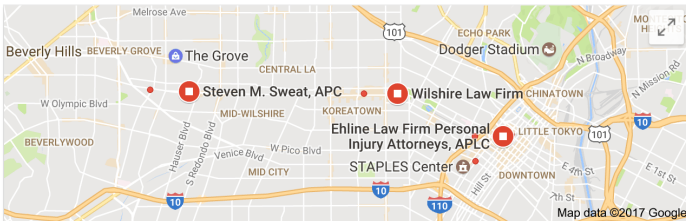
1. 24% of searchers click on local ads
([Niftymarketer.com case study](https://niftymarketer.com/case-study))
2. Eliminates another competitor from the page
3. Local efforts help with traditional SEO
 1. Many quality, "cheap" links

SERPS	Clicks	Percent
Paid Ads	123	25%
Local Packs	120	24%
Organic	241	48%



Why Local

May get business from directories such as Yelp



Map data ©2017 Google

Rating ▾ Hours ▾

Ehline Law Firm Personal Injury Attorneys, APLC
4.9 ★★★★★ (46) · Personal Injury Attorney
Los Angeles, CA · (213) 596-9642
Opens at 10:00 AM

Wilshire Law Firm
4.8 ★★★★★ (62) · Personal Injury Attorney
Los Angeles, CA · (213) 381-9988
Open 24 hours

Steven M. Sweat, APC
5.0 ★★★★★ (28) · Personal Injury Attorney
Los Angeles, CA · (323) 944-0993
Opens at 9:00 AM

More places

Best Personal injury attorney in Los Angeles, CA - Yelp

<https://www.yelp.com/search?find=Personal+Injury+Attorney...Los+Angeles%2C...>

Reviews on Personal injury attorney in Los Angeles, CA - Law Offices Of Brian Breiter, West Coast Trial Lawyers, Elite Personal Injury, El Dabe Law Firm, ...

4.8 ★★★★★ (178) · Hair Extension Technician 12.4 mi · 910 16th St #820 · (720) 987-5607 Opens at 9:00 AM	WEBSITE	DIRECTIONS
Ergun Tercan European Salon 4.7 ★★★★★ (163) · Beauty Salon 13.3 mi · 2500 15th St · (303) 433-5544 Opens at 9:00 AM	WEBSITE	DIRECTIONS
Blonc Virgin Hair Extensions Retail Boutique 4.1 ★★★★★ (10) · Hair Salon 11.5 mi · 1111 Broadway #205 · (855) 720-4247 Open until 6:00 PM	WEBSITE	DIRECTIONS
More places		

Denver's Leader in Hair Extensions | GloExtensions Denver

www.gloextensionsdenver.com/

Glo is a Great Lengths Certified Hair Extensions Salon. We offer the fusion method, Hotheads Tape In Hair Extensions and Clip-In hair extensions in Denver, ...

[Tape-In Hair Extensions](#) · [Price List](#) · [Great Lengths 101](#) · [Fusion Hair Extensions](#)

Denver Hair Extensions Bar - Fluff is Denver's place for perfect ...

<https://www.fluffbar.com/hair-extensions/>

Denver's Hair Extensions Bar at Fluff featuring top quality 100% Human Remy hair, installed and perfected by Denver's top hair extensions specialists.

Denver's Best Hair Extensions | Madeline Hair Design

madelinehairdesign.com/human-hair-extensions/

Madeline and her amazing team, are the best hair extension specialists in Denver! We specialize in fine, thin, and thinning hair. We are multi-cultural hairstylists.

The Best 10 Hair Extensions in Denver, CO - Yelp

https://www.yelp.com/search?cflt=hair_extensions&find_loc=Denver%2C+CO

Best Hair Extensions in Denver, CO - Elle B Salon, Blonc Virgin Hair Extensions, 3 Little Birds Salon, Beauty and the Beat Salon, HQ Salon, Joy Love's Hair ...

“How” Local Setup

1. Establish Your NAP

- Official Name
- Address
- Phone Number
- Business Hours
- Business email

2. Photos

1. Banner Photos
2. Logo
3. Interior
4. Exterior
5. Team Photos
6. Videos
7. **Virtual Tour**

MOZ

Products

Blog

About

Q

Learn SEO

Moz Pro

Moz Local

More Tools

Learn Local Marketing

Keep local listings up to date with

[Home](#)

[Online Marketing Strategy](#)

[Local Listings](#)

[Important Attributes](#)

[Category Importance](#)

[Claiming Your Listings](#)

[Local Search Citations](#)

[Where to Get Citations](#)

[Top Citations by City](#)

[Top Citations by Category](#)

[Duplicate Listing Issues](#)

[Cleaning Up Duplicates](#)

[Local Search Ecosystem](#)

[Reviews and Ratings](#)

[Your Website](#)

[Social Media](#)

[Local SEO Glossary](#)

[Trusted Providers](#)



A Look at Important Local Business Listing Attributes

Your Business Title

Your business title is one of the most important factors for ranking well in the local search engines. Having a title that is consistent across all data sources is very important; it helps the search engines establish trust in the existence and particular business.

If your business calls itself "Joe's Pizza" in one place and "Joe's Chicago-Style Pizza" in another place, there is a chance that Google and the other search engines might see that as two separate businesses when it comes to indexing your business. You should pick one title for your business, and make sure that you add yourself to whichever directories you choose—print Yellow Pages—using the same business title.

The Google Quality Guidelines For Local Businesses make the following provisions regarding the naming of a business:

- Your title should reflect your business's real-world title.
- In addition to your business's real-world title, you may include a single descriptor that helps customers locate your business or understand what your business offers.
- Marketing taglines, phone numbers, store codes, or URLs are not valid descriptors.
- Examples of acceptable titles with descriptors (in italics for demonstration purposes) are "Starbucks Downtown Seattle Starbucks Coffee Shop". Examples that would not be accepted would be "#1 Seattle Plumbing", "Joe's Pizza Best Diner", or "Joe's Pizza Restaurant Dallas".

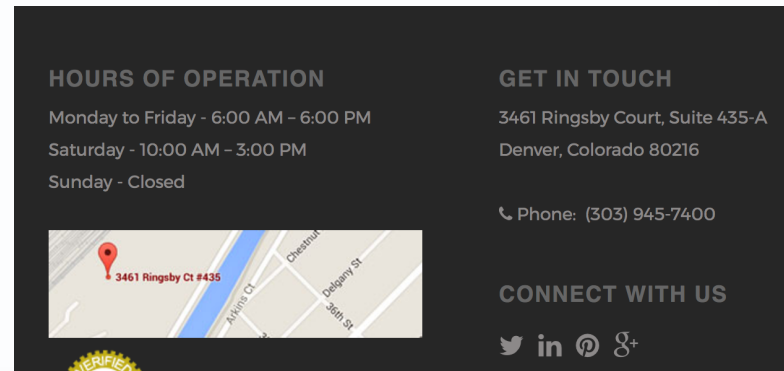
Apart from the examples of a single descriptor offered by Google, do not simply add extraneous keywords to your business title.

“How” Local Setup

1. Your Website
2. Correct NAP
 1. In Footer
 2. Contact Page
 3. Publish Virtual Tour
3. Schema for Local -

<https://www.searchenginejournal.com/how-to-use-schema-markup-for-local-seo/60245/>

```
<div itemscope itemtype="http://schema.org/Attorney">
<span itemprop="name">ABC Attorneys</span>
<div itemprop="address" itemscope
itemtype="http://schema.org/PostalAddress">
<span itemprop="streetAddress">123 Main Street</span>
<span itemprop="addressLocality">Malibu</span>,
<span itemprop="addressRegion">CA</span>
<span itemprop="postalCode">90263</span>
</div>
Phone: <span itemprop="telephone">555-423-2352</span>
<a href="http://googlemapsurl.com" itemprop="maps">URL
of Map</a>
</div>
```



```
<div class="textwidget"><span class="streetAddress"
itemprop="streetAddress">3461 Ringsby Court, Suite 435-
A</span><br/>
<span class="streetAddress"
itemprop="streetAddress">Denver</span>,
<span class="addressRegionaddressLocality"
itemprop="addressLocality"> Colorado</span>
<span class="addressRegion"
itemprop="addressRegion"></span>
<span class="postalCode"
itemprop="postalCode">80216</span>
<br/><br/>
<i class="fa fa-phone"></i> Phone: <span itemprop="telephone"
class="telephone">&nbsp;(303) 945-7400</span>
```

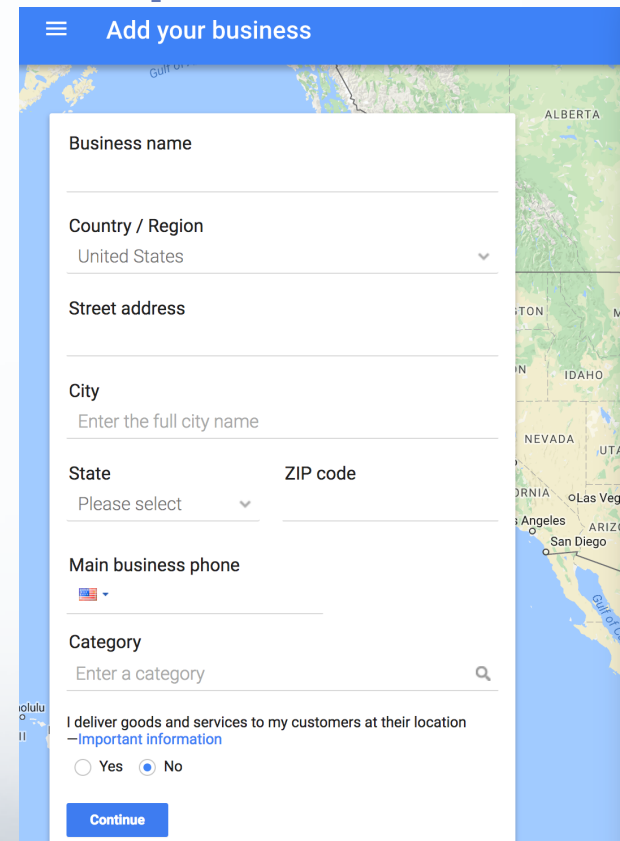

“How” Local Setup

1. Setup and Claim Pages

1. Google My Business - <https://business.google.com/add/info>
2. Bing
3. Yahoo!
4. Yelp
5. Verticals

2. Submit to Data Aggregators

- Infogroup
- Axciom
- Neustar
- Others



The image shows a screenshot of the Google My Business 'Add your business' form. The form is overlaid on a map of the United States. The form fields include: Business name, Country / Region (set to United States), Street address, City (with a prompt to enter the full city name), State (a dropdown menu set to 'Please select'), ZIP code, Main business phone (with a country code dropdown set to the US), and Category (with a search prompt). At the bottom, there is a checkbox for 'I deliver goods and services to my customers at their location' with a link to 'Important information', and radio buttons for 'Yes' and 'No' (with 'No' selected). A blue 'Continue' button is at the bottom right.

Add your business

Business name

Country / Region
United States

Street address

City
Enter the full city name

State
Please select

ZIP code

Main business phone
+1

Category
Enter a category

I deliver goods and services to my customers at their location
—Important information

☐ Yes ☒ No

Continue

“How” Local Setup

Options for Getting Directory Listings or Citations

1. Manual
 1. DIY
 1. Time
 2. Frustration
 2. Hire Vendor
 1. Brightlocal
 2. Whitespark
 3. \$2 to \$5 per listing

The image displays two screenshots of local citation services. The top screenshot is from BrightLocal, showing a dark blue header with the logo and navigation links: Clients & Locations, CitationBurst, and Tools. Below this is a large white section with the CitationBurst logo and name. The bottom screenshot is from Whitespark, showing a black header with the logo and navigation links: Tools, Services, Resources, Blog, About Us, and Co. Below this is a red navigation bar with links: Citation Building, Citation Audit & Cleanup, Enterprise Services, and LocalSpark. The main content area is titled 'Pricing' with a note 'Prices are in USD'. It features two pricing cards: 'GENERIC CITATIONS' at \$4 each and 'LOCAL/NICHE CITATIONS' at \$5 each. Each card includes a brief description of the service.

BrightLocal

Clients & Locations CitationBurst Tools

CitationBurst

whitespark

Tools Services Resources Blog About Us Co

Citation Building Citation Audit & Cleanup Enterprise Services LocalSpark

Pricing

Prices are in USD

GENERIC CITATIONS	LOCAL/NICHE CITATIONS
\$4 each	\$5 each
Generic citations are common and typically national business directories such as insiderpages.com, local.com, kudzu.com, thomsonlocal.com, yellowpages.ca, etc.	Local/Niche citations are city level local directories or directories specific to your industry such as newyorkbusinesslist.com, lawyerlocate.ca, mylocalhvac.com, etc.

“How” Local Setup

Super Aggregator MOZ Local

1. Moz.com/local
2. \$99 to \$189/year (a bargain)
3. ***Passive distribution kicks in in 3 months***

Partner	Name	Address	Phone	Website	Categories	Accuracy
All Partners	100%	100%	100%	100%	82%	98%
Foursquare	✓	✓	✓	✓		90%
Superpages	✓	✓	✓	✓		90%
Infogroup	✓	✓	✓	✓	✓	100%
Localeze	✓	✓	✓	✓	✓	100%
Factual	✓	✓	✓	✓	✓	100%
Citysearch	✓	✓	✓	✓	✓	100%
Insiderpages	✓	✓	✓	✓	✓	100%
Best of the Web	✓	✓	✓	✓	✓	100%
Bing	✓	✓	✓	✓	ⓘ	100%
Hotfrog	✓	✓	✓	✓	✓	100%
Axciom	✓	✓	✓	✓	✓	100%

The screenshot shows the Moz Local website. At the top is the Moz logo and navigation links: Products, Blog, About, a search bar, Learn SEO, Moz Pro, Moz Local (highlighted), Free SEO Tools, and Log In. Below this is a secondary navigation bar with Home, Check Listing, How It Works, Enterprise, Features, Pricing, and a help icon. The main content area has a dark blue background with the heading "Local Listings Made Easy" in large, light green letters. Below the heading is the text "Moz Local helps local search engines – and new customers – find your business online." There are three input fields: "Enter your business", "Zip/Postal Code", and a yellow "Check my Business Listing" button. At the bottom is a graphic of a stylized map with a red line connecting various points, including a red 'X' and a red location pin.

“How” Local Setup

Direct Connections

1. Yext – yext.com

1. **Direct Connection: Immediate Results**
2. Great for cleaning up incorrect and old listings
3. Not cheap - \$500 to \$1,000/year
4. Can buy from vendor like Stratex for lower monthly cost

2. Yahoo!(cheaper version of Yext)

1. Great for new businesses
2. No error correction/duplicate suppression
3. \$30/month
4. <https://smallbusiness.yahoo.com/local-listings>

Google local business directory listings

About 8,940,000 results (0.75 seconds)

Free Business Listing - List Your Business in 1 Minute
[Ad](#) [www.manta.com/](#) (866) 471-3422
Start Getting Leads Today From The Millions Searching Manta Small Businesses
[Update Business Listings](#) · [Free Business Listing](#) · [Advertise On Manta.com](#) · [Claim My Business](#)

Free Online Business Listings - We Put Business on the Map - yext.com
[Ad](#) [www.yext.com/BizListings](#)
List your business on 50+ directories, maps, and search engines.
Services: Listings Management, Data Cleansing, Global Data Management, Duplicate Suppression, Loc...
[Scan Your Business](#) · [Why PowerListings?](#) · [What Are PowerListings?](#)

Business Directory - Hoovers.com
[Ad](#) [www.hoovers.com/Leads](#) (866) 471-3422
Help Jump Start Sales & Crush Quotas. Get Your Targeted List Now!
24 Hr Free Trial · Sales Prospecting · Find New Business · Targeted Leads · Email Marketing
Services: Company Information, Industry Analysis, Sales Lead List, Database Lists
[Hoover's® Free Trial](#) · [Looking for Businesses?](#)

Local Directory Submission - Get Listed On 40+ Directories - synup.com
[Ad](#) [www.synup.com/](#) (844) 234-2649
Get Your Business Listed on Top Directories. Run Free Scan Now!
[Reputation Management](#) · [Crawl All Listings](#) · [Duplicates Removal](#) · [Local Search Citations](#)

50 Online Local Business Directories/Listings for Local Marketing

- Google.
- Bing.
- Yahoo!
- Yelp.
- Facebook.
- Better Business Bureau.
- Angie's List.
- Merchant Circle.

[More Items...](#)

Featured Resource:
LEARNING SEO FROM THE EXPERTS
[Download Now](#)

The Ultimate List: 50 Online Local Business Directories - HubSpot Blog
<https://blog.hubspot.com/blog/tabid/.../the-ultimate-list-50-local-business-directories.asp...>

About this result · Feedback

“How” Local Setup

1. Preparation:

1. Sizes of Pics: Google only offers a recommended size.

1. For logo: 250 x 250

2. For Header: 1080 x 608

3. Other Pictures:

1. Location

2. Inside « tour »

2. Description

1. Description: 50 characters

2. Long Descriptions: Doesn't matter for Google, but others want a 250+ word description

3. Business Hours

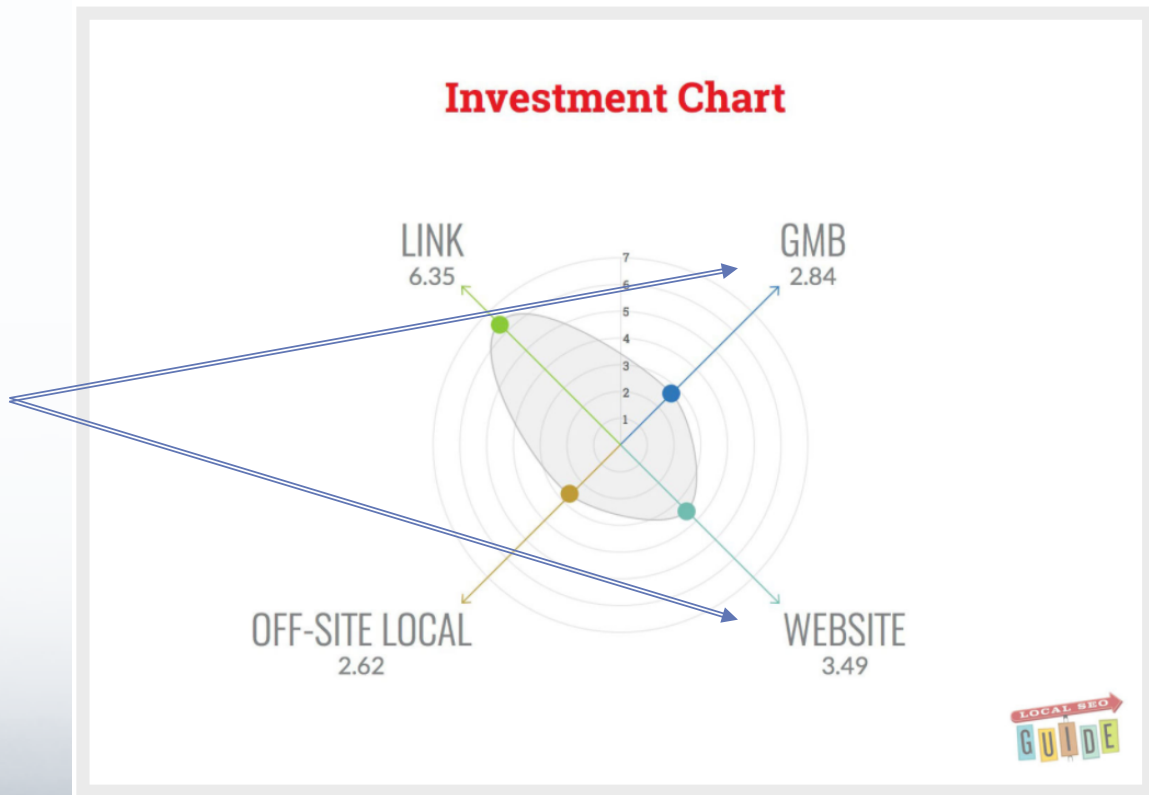
4. Links to Sections of Website

5. Virtual Tour

Google Ranking Factors for Local

Basics:

- Claimed and Complete GMB Page
 - Pictures
 - Reviews
 - Virtual Tour
- Accurate NAP on Website
- Accurate NAP on Directories
- Location Very Important

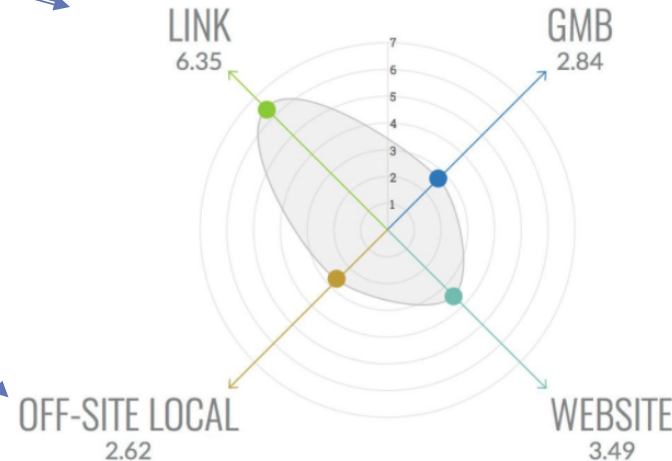


Google Ranking Factors for Local

Competitive Searches

1. Links to drive up domain authority
2. Local Citation Building
3. Location is a Huge Factor

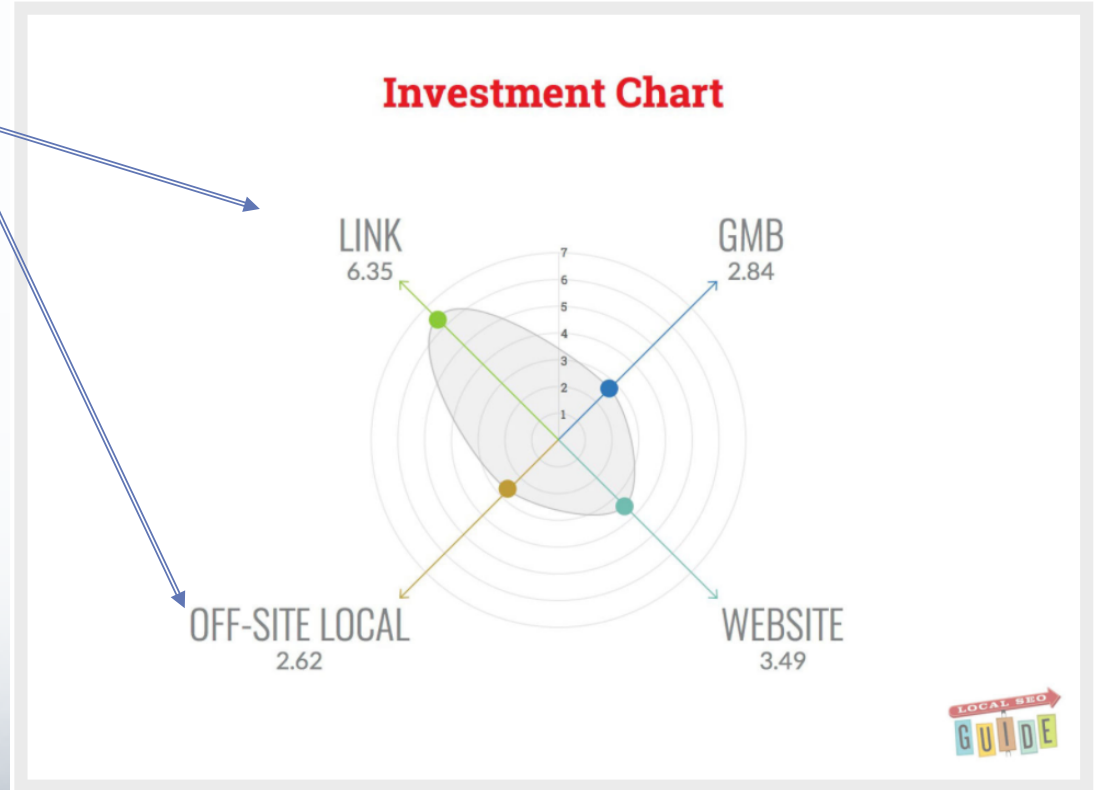
Investment Chart



Google Ranking Factors for Local

Competitive Searches

1. Links to drive up domain authority
2. Local Citation Building
 1. Directories
 2. Websites That Include Address
3. Quality vs. Quantity
4. Vertical Citations
 1. Healthcare
 2. Legal
 3. Industry Associations



My Foundational Formula

After Website is Setup and Google My Business Page is Optimized

1. MOZ Local

1. \$99/Year for new businesses (or consistent history)
2. \$189/Year for cleanup

2. Manual or Yext/Yahoo!

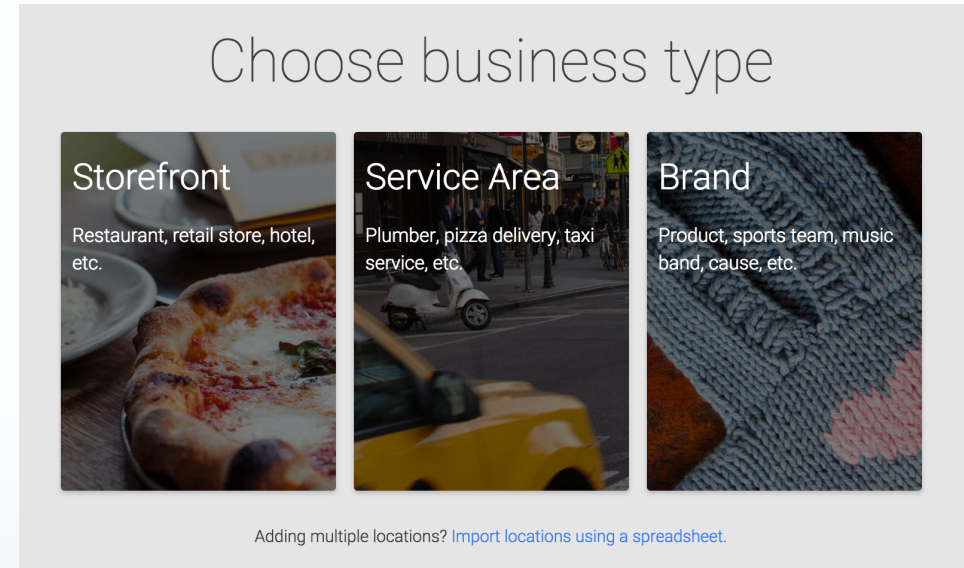
1. Manual
 1. Lowest cost
 2. Most time initially
 3. More money initially if you hire it out
2. Yahoo! For New Businesses (or consistent history)
 1. Easy and Quick
 2. Use for a year
3. Yext With Duplicate Suppression for cleanup

Local Setup

Setup Google Business Page

<https://business.google.com/create>

1. Brand page/corporate page
AND
2. Local Pge
 1. Service Area
 1. You go to them
 2. Storefront
 1. They come to you



Local Setup

Other Places for Listings:

- MOZLocal
- Yext
- Manual Citation Building:
 - <https://university.tutelarymarketing.com/yext-alternative/>
 - Brightlocal.com
- Excellent Articles:
 - <https://www.brightlocal.com/2014/05/27/mozlocal-vs-yext-vs-ubl-vs-brightlocal-vs-whitspark/>

Reach Out

- Dan Stratford
- dan@stratexdigitalmarketing.com
- Cell: 720-985-7945
- StratexDigitalMarketing.com
- 3461 Ringsby Court, Suite 435
- Denver, Colorado 80216