

# 6 Steps to More Local Customers

## The 6 keys to showing up in local search

### Step 1: Optimize Your Google Local Profile

Done

*The local search box shows up above organic results. From there, Google also makes it easy to call, get directions, and visit your website. Get started at [google.com/business/](https://google.com/business/)*

Add your business name, address, website, and phone number

Choose your business categories & add them

Add your business hours

Add your service areas

Add your services

Add any custom links

Add location photos



### Step 2: Get Reviews

*Reviews improve ranking & conversions.*

Send Google Review link to happy customers

Embed Google Reviews on your website

Respond to reviews



### Step 3: Ensure Name, Address, Phone (NAP) Consistency Locally

*NAP consistency lets the search engines verify your business' information across the web.*

Identify websites to earn local citations

Add your NAP information to the websites

Link back to your website



### Step 4: Optimize Your Website for Speed

*Fast websites rank better. Especially on mobile.*

Make sure your website serves meaningful content within 3 seconds

Test your website on pingdom & Google Pagespeed



### Step 5: Optimize Your Website for Search

*Use Keyword Planner to find keywords & mind your on-page SEO.*

Optimize your website for on-page SEO

Optimize your website for conversions



### Step 6: Maintain a Blog

*Businesses that blog rank higher & get more leads.*

Use Keyword Planner to find relevant topics people are searching for

Create a content plan & blog 2-4 times per month

Promote your blog via email & on social media

Get external backlinks from partners & other websites

