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6 Ways to Increase Visibility for Local Businesses from Actual SEO Media, Inc.

Optimizing a website for search engines like Google is only the starting line. It's how a business decides to build on that setup that sets its growth.

HOUSTON, TX, UNITED STATES OF AMERICA, June 30, 2022 /EINPresswire.com/ -- Actual SEO Media, Inc. has six tips to help small and newer businesses get their local SEO setup off of the ground. As a business that works with small companies, Actual SEO Media, Inc. has advice to share from its own experience on how to increase a small business's online visibility within the local community.

[SEO, short for search engine optimization](#), is the assortment of strategies and tactics for optimizing a website for search engines. Local SEO is gearing those strategies and tactics for local search results. In the broad scheme of digital marketing, these strategies may run a similar course. However, there are many points that many businesses miss when optimizing their content for local searches.


Prioritizing SEO earlier on can help your business grow in the long term.

Small businesses should prioritize local SEO to garner an audience within the community.

Whether a business already has some strategies going or not, these six tips can still help improve a website and company's SEO.

1. Review and Revise Any Technical Errors

Search engines use crawler bots to index websites and add them to the search engines' databases. If a website is properly indexed, it'll show up when a relevant keyword is typed into the search box by a user. On the flip side, if a technical error makes the bot index a page on the website wrong, it may not show up properly on search engine result pages.

Actual SEO Media, Inc.
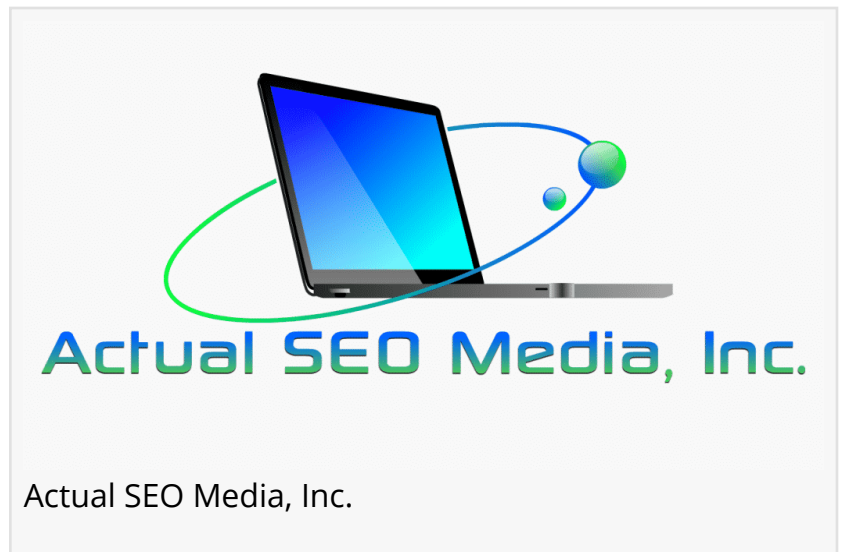
A business can set it up the right way by following basic SEO guidelines. But if the company wants to review everything, technical SEO issues may be too complex for a layman in the field. However, most [digital marketing agencies](#) or SEO consultants can help businesses with their expertise.

2. Write & Create Quality Content

The content on a website is how a business will broadcast its message to the intended audience. However, small businesses may find it difficult to create content that can contend against the corporate giants and other websites like media publications, informational sites, or local review sites.

That shouldn't mean that a smaller business needs to give up on this approach. Otherwise, none of the intended audience will find the website in the first place. It's best to create a local content strategy that falls in with the business's goals. Incorporate local content unique to the business or community and optimize these pages for best local SEO practices.

3. Make & Sort Out a Google Business Profile

Many smaller businesses tend to forget about a beneficial tool available to them for free: Google Business Profile (GBP). Although Google draws a business's local information from a wide range of sources, it will look into the available business profiles as one of the main sources of information about local businesses.

Any complete GBP comes with an address, phone number, and a link to the business's website. However, there are also options to add photos relating to the business, showcase events and special offers, interact with customers, and share relevant information with the business's audience. The easiest way for smaller businesses to show up in local searches is to claim or create their Google Business Profile.

4. Ensure Accurate Local Listings

Ensure every instance of a business's local listing is correct, whether it's on the company's social media, local directory, Yellow Pages, or review sites. Search engines will take note of all of this information to determine if a company's information is accurate and trustworthy. Having multiple sites saying different things is detrimental to both the business and the potential customers.

Every business should periodically check and update its local listings for accuracy. This includes checking phone numbers, addresses, hours of operation, or other key business information that consumers should know.

5. Respond to Local Reviews

Reviews significantly affect users' local search experience. More and more people say that they read reviews as a way to judge whether to do business with a shop or service or not. By interacting and responding to both positive and negative reviews, a business can improve its reputation online.

No business will only get positive reviews. Google values what it considers constructive reviews or ones that are conducive to user experience, regardless of whether it's a positive or negative review. However, that doesn't mean it'll condone reviews that aren't relevant to the business or are spam. Businesses should monitor their reviews to offer timely responses to customers and flag spam or irrelevant reviews for Google to remove.

6. Use Relevant Local Schema

Schema is not necessarily a factor in ranking a website. However, having well-structured data and schema makes the crawler bots' jobs much easier. It allows them to understand the content on each page of the website better. Having the appropriate schema markups can help pages trigger better results. These results can highlight additional information, such as breadcrumbs, FAQs, reviews, and site links that can eventually convert the reader.

Digital marketing may not be the first order of business for any small business trying to get off of the ground. However, after the initial dust settles down, it's best to set up SEO strategies as soon as possible. The earlier a business starts expanding its visibility online, the easier it is to update and add content as it grows.

As a leading [Houston SEO](#) company, Actual SEO Media, Inc. emboldens its clients to expand their online presence further. By harnessing the power of search engine optimization, the company helps businesses expand their online visibility and establish a stronger presence on the Internet. This company helps local clients optimize their websites for long-term success in the local

community. For more information, contact the office at (832) 834 - 0661 or by email at info@actualseomedia.com.

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