

Actual SEO Media, Inc. Explains Why It's Good to Optimize Websites for Local SEO

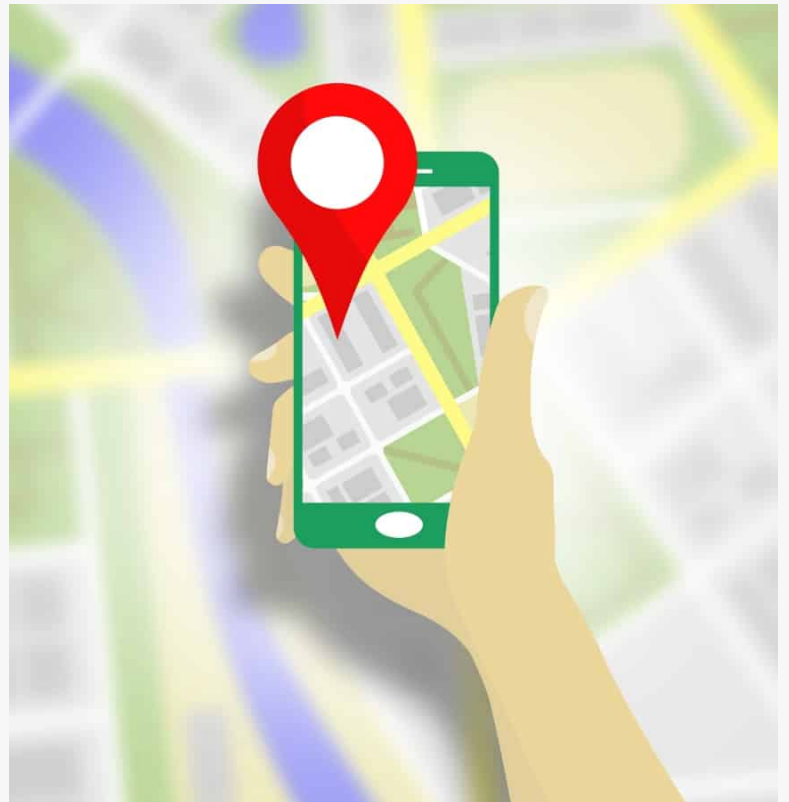
Create an advantage within the local online spectrum by optimizing a website to a geographical location.

HOUSTON, TEXAS, UNITED STATES, August 18, 2022 /EINPresswire.com/ -- Online search results can vary by geographical location, and Actual SEO Media, Inc. can explain how companies can use that to their advantage. When a user searches for something through Google, the query goes through a complicated process where it pulls up the most relevant answers in a matter of a few seconds. One of the points the process puts an emphasis on is the user's current location.

Google, or any other search engine for that matter, ranks all results based on relevancy. For example, if websites are optimized properly, a business that specializes in pet-related services won't show up when a user searches for used cars in their neighborhood. The more relevant it is to the user's query, the higher it'll rank on the search engine result pages (SERPs). Of course, one of the factors that go into determining if a website is relevant is its location.

[Local search results](#) are the results of a search engine query that are specific to a certain geographic area. For example, the results of a common search, such as "professional dog sitter," will differ between different cities. Users in Chicago will have vastly different results than those in Miami. Local search results can impact businesses, websites, and other information that is relevant to the user's location.

These refined local searches are advantageous for local businesses, such as neighborhood mom-



Optimizing a website for local searches allows a website to appear for local users searching for their services or products.

and-pop stores. However, it can be different for those with multiple locations in different areas of the city or completely different cities.

So, how can Google determine a user's location when they type into the search query? Google's locating capabilities are almost scary accurate. Depending on what's available, it will use the following to determine a user's general position:

- Device location (Wi-Fi location, cell phone triangulation, or GPS)
- Labeled places (names that show up next to markers on Google Maps)
- Home address (the one linked to the user's Google account).
- Previous activity across Google products
- IP address

Once Google figures out where the user is, it'll pull up all of the local businesses and websites relevant to the user's query. Of course, this means that even users searching for the same keyword could get different results if they're far enough apart.

That's why local businesses should optimize their websites for local searches to stand apart from the other businesses in the neighborhood. Of course, there is more to it than simply optimizing the website for local searches. It must also be optimized for search engines in general. Otherwise, it might not rank high enough to be seen by the audience that the business caters to.

Think about it. About 25% of users will click on the first result and end their search early. Fewer and fewer users will make it further down the page. And eventually, only a single-digit percentage will bother looking at the second page or further. Although a local business can absolutely beat out a business from the next town over, it may not prevail over other local businesses online without proper [search engine optimization](#).



Optimize website content to focus on specific keywords that are related to the business or niche.



Search Engine Optimization is one way to increase online visibility for your business.

The first step in local SEO is to make sure that the website is properly optimized for on-page SEO. This means that the website must be well-structured, with clear titles, headings, and metadata. It should also be mobile-friendly, as more and more people are using their mobile devices to search the web.

Once the website is properly optimized based on typical search engine optimization (SEO) standards, it's best to start building local citations. Citations are mentions of the businesses on other websites, such as directories, review sites, and local listings. The more citations a business has, the higher the website will rank in local search results.

Finally, promote the website through local online marketing. This includes creating local content, such as blog posts and social media posts that are relevant to the area or town the business is in. It's also good to participate in local events and sponsor local groups or organizations. Promoting the website locally will attract more visitors from the target area, which will lead to more customers and sales.

As the world increasingly becomes more connected, local search engine optimization is becoming more important than ever for businesses. By optimizing a website for local searches, a business can improve its chances of being found by potential customers in the area who are looking for what the business has to offer. As more and more people use local searches to find businesses, the importance of local SEO will only continue to grow.

As a leading [Houston SEO](#) company, Actual SEO Media, Inc. emboldens its clients to expand its 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' long-term success in the local community. For more information, contact the office at (832) 834 - 0661 or by email at info@actualeseomedia.com.

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