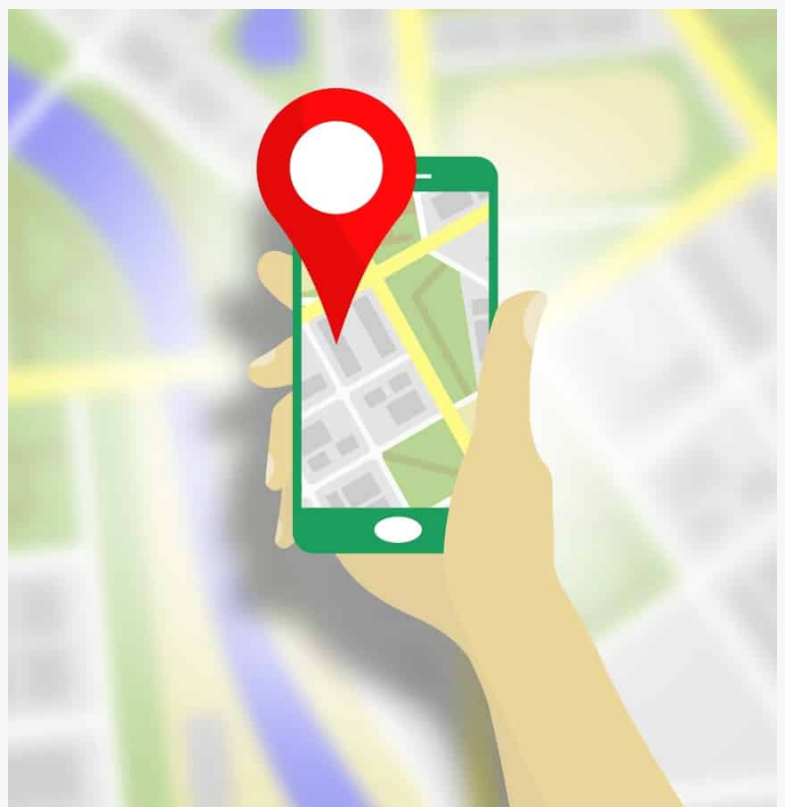


Nowhere's Better Than Home: Actual SEO Media, Inc. Stresses the Importance of Local Searches

Optimizing a website for local search opens up more options. Businesses should pander to the local audience to ensure a constant flow of traffic to the website.

HOUSTON, TEXAS, UNITED STATES, December 15, 2022 /EINPresswire.com/ -- The internet is a space open to everyone. Although that's a good thing, it also makes it difficult for smaller businesses to compete with larger ones for space on the results page. That's why [local search](#) is so important. Instead of including every business on the web, it focuses on the ones in the local area, city, or region. Actual SEO Media, Inc. stresses the importance of remembering to optimize a website for local searches, especially during holiday seasons or recurring events.

Local search is an important tool for businesses to increase their visibility and reach in the local vicinity. It allows consumers in the nearby area to find products and services within their reach quickly and easily. Not only does local search help businesses gain more customers, but it also makes it easier for those businesses to target their marketing efforts to those that can reach them easily. That's because people tend to patronize stores and businesses that are within the local area.



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

Points to Keep in Mind When Optimizing for Local Search

Overall, local search is an important tool for any size business. It can be a way for companies and

brands in an area to increase their visibility and reach a wider local audience. It can help businesses build trust with current and new customers and allow them to target their marketing efforts more intensely.

If a business already has certain [digital marketing](#) tactics in place, optimizing for local searches shouldn't need to overturn those completely. If anything, the business only needs to keep some aspects in mind.

1. Register the Business with Local Business Directories

Registering the website with local business directories is one way to tag the business and the website to a specific geographic location. Ensure that the information provided, such as the business's name, address, contact information, or website URL, is consistent across all platforms. A few good examples of local business directories include the Better Business Bureau (BBB), Yelp, Angi, and/or Thumbtack. Although there's no need to sign up for all of the ones available, entering the listings of which ones best work will go far in optimizing a business for local search.

2. Include Local Geotags in Page Titles and Meta Descriptions

Incorporating local geographical tags (geotags) and keywords into the title and meta descriptions of the pages of the website will give those pages a higher chance of showing up in local searches. It helps search engines and crawlers recognize the local relevance of the website and rank it higher for local searches. For example, a keyword phrase like "crab boil in the Heights, Houston, TX" is more locally targeted than just "crab boil."

3. Create City-Specific Landing Pages

Businesses should get in the habit of creating landing pages for every city or region it serves. This will help search engines better understand the business's geographical reach and improve the ranking of pages for those specific areas. To break it down further, if a business has multiple



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



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locations or one location is on the border of two cities, it's best to have a landing page for each area. For example, if the main location is located in Katy, TX, but there's another location in Richmond, it's best to set up two landing pages for each area.

4. Encourage Customer Reviews

Ask customers to leave reviews of the business on local business directories or other platforms like Google or social media. Whether their reviews are positive or negative, they will boost the website's local visibility. Of course, it also gives the business another way to interact with the customers in the vicinity and build trust.

5. Claim the Business's Google Business Profile

If the business hasn't already, be sure to claim the Google Business Profile listing. This will allow any business or brand to add more detailed information about the business and make it easier for customers to find it online or on Google Maps. Other functions of the Google Business Profile make it easier for local businesses to control what information local consumers can see, so be sure to update it when necessary.

6. Optimize the Website for Mobile

When people are out and about in the local area, chances are, they're looking things up on their mobile devices. Mobile optimization is important for local search for that very reason. Ensure the business's website is optimized for mobile devices by using a responsive design and ensuring fast load times. After all, if a user visits a site and they don't get the answer they want in a matter of seconds to a few minutes, they may take their business elsewhere.

7. Utilize Schema Markup

Using schema markup is a great way to make the website more recognizable to search engines. This type of code allows search engines to better understand the website's content. The easier it can index the website for local searches, the higher the chance that it'll appear on the first page of the search results page.

Optimizing their website for local search is an important step for businesses trying to compete on the local network. Although basic SEO strategies can get a website far, focusing it on a local area will allow the business to see better results.

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' long-term success in the local community. For more information, contact the office at (832) 834 - 0661 or by email at

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