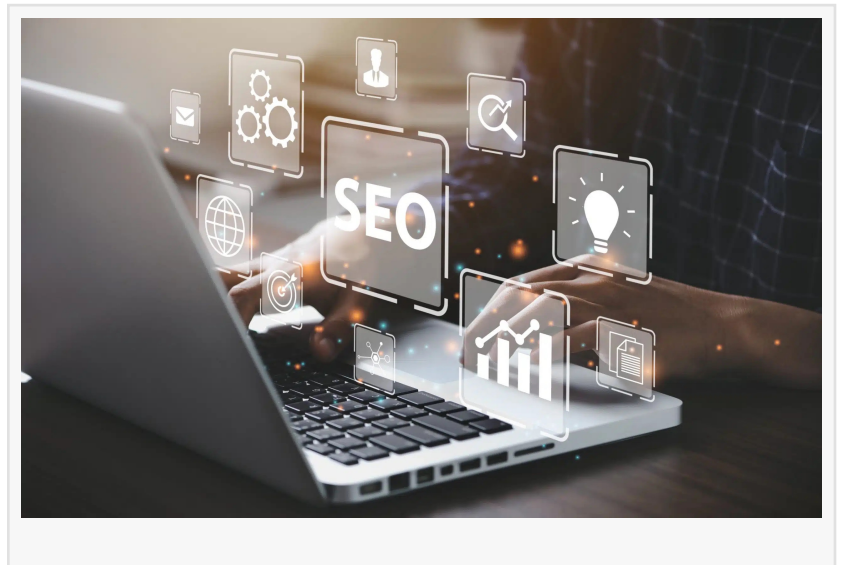


Beacon Media + Marketing Releases New Guide Detailing How To Leverage Local Listings

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EINPresswire.com/ -- In a new guide, Beacon Media + Marketing discusses professional marketing [tips for leveraging local listings](#) and reaching a greater audience for healthcare practices.

In today's busy world, it's easy to get left behind in the shuffle. When it comes to a successful marketing campaign, local visibility is going to be a crucial asset for getting noticed in such a fast-paced digital environment. This is why local listings need to be used to amplify online visibility for healthcare practices.



Local consumers are the drivers of business for any brick-and-mortar establishment. This is especially true for healthcare clinics. As such, the first step in leveraging locally is to improve local SEO.

A few ways to improve local SEO include:

- Leveraging Your Google Business Profile (GBP)
- Creating Geo-Targeted Landing Pages
- Ensuring NAP Consistency (name, address, phone number)
- Showcasing Local Online Reviews
- Ensuring Mobile Optimization
- Posting Regular Social Media Updates
- Leveraging Local Backlinks

In addition to improving local SEO, healthcare companies should also ensure that they're following the right path when it comes to keyword research, understanding local demographics,

generating quality content that locals are interested in, and creating a user-friendly experience on their websites. This will ensure that a potential consumer isn't turned off by poor UX – or a complete lack of understanding regarding the local target audience.

Without leveraging local listings, healthcare companies will likely not be successful in placing themselves ahead of other local competitors – especially those with a comprehensive and effective marketing strategy.

At Beacon Media + Marketing, we understand that local SEO for the medical industry is a huge part of your overall success. We also have a staff of highly skilled professionals who know how to design healthcare websites, craft and optimize high-quality content, and create paid advertising that will get you more local traffic.

If you'd like to learn more about how Beacon Media + Marketing can help grow your healthcare business locally, reach out today and [schedule a free discovery call](#).

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