

Local SEO 101 With Neil Patel

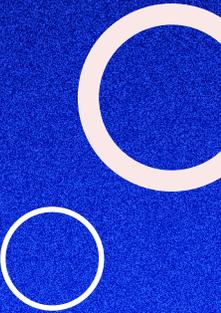




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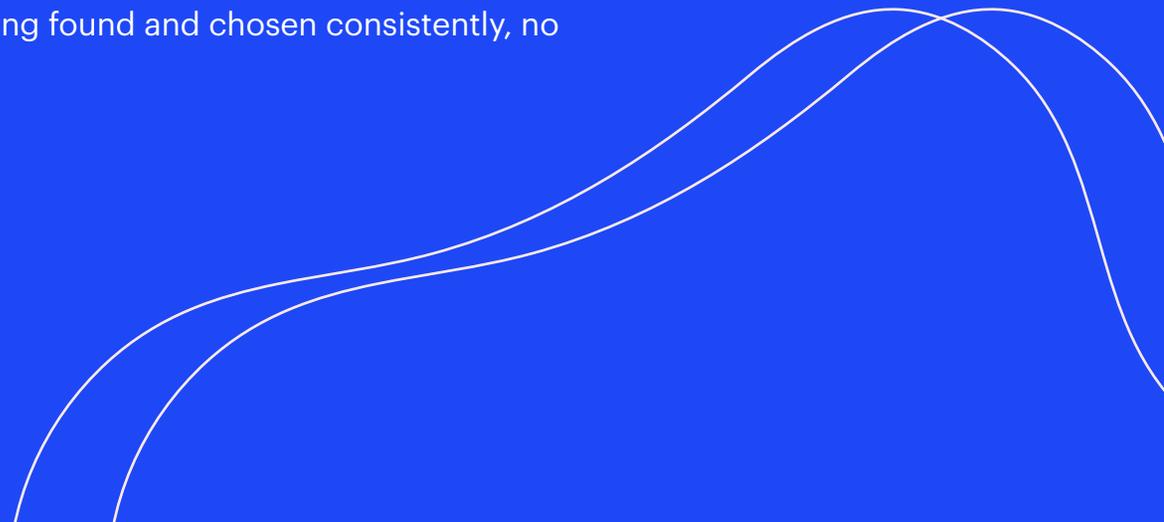
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These days, business begins online.

Approximately 97% of consumers turn to online search to find a local business or service. 70-80% of consumers research a business online before engaging with them, and the top three search results get 60% of the clicks. And the key to getting into the top three is, of course, SEO.

You may be thinking you don't have the time or resources to improve SEO—or that SEO is complex and inaccessible. However, we sat down with SEO expert, Neil Patel, to put together a list of basic steps that any business can take to dominate search results. After reading this simple guide, you'll know what you can do to work toward getting found and chosen consistently, no matter your starting point.





10 tips from Neil Patel



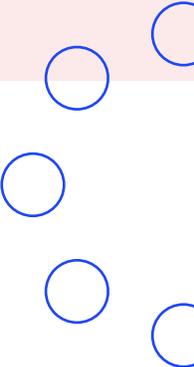
10 tips from Neil Patel to improve your SEO.

- 01. Collect reviews.** According to Neil, collecting as many reviews as possible should be your main focus when it comes to SEO. When your rating goes up by even half a star, your conversion rates will increase and more leads will want to click on you.

NEIL'S PRO TIP



A handful of reviews doesn't do wonders for you compared to having 50 or a 100 or 200 reviews. There's a big difference."





- 02. Use text.** When it comes to collecting reviews, Neil says that **text** is the way to go. Over a [third of consumers](#) who receive a text review invite leave a review. And [41% of consumers](#) say that text is their preferred way to communicate, vs. just [18%](#) who prefer email.

NEIL'S PRO TIP

“We’ve found that texting is one of the easiest ways to really engage and get those reviews. If you get an email from someone you don’t know, what do you do in most cases? Ignore it. But if you get a text from someone, you usually look at it because it’s on your phone and it’s so personal.”





- 03. Optimize your website.** According to Neil, standing out online these days is all about customer experience—and that customer experience starts with your website. Make your website well-organized and usable to ensure customers can connect with you easily.

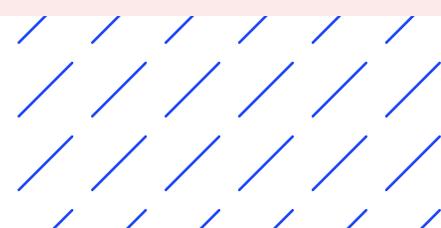
- 04. Have a really solid “contact us” page.** Part of making sure customers can contact you easily is having an effective “contact us” page. An accurate, easily accessible, informative “contact us” page goes a long way in improving your customer experience and solidifying your online presence. Neil suggests distinguishing your specific location (or multiple locations) to top search results.

NEIL'S PRO TIP

“With COVID, everyone’s going online. And if you haven’t adapted and figured out how to provide that amazing experience, you’re going to be left in the dust.”

NEIL'S PRO TIP

“If you have multiple cities, make sure you have pages for those as well so you can come up in those regions.”





05. Take advantage of free tools like Google Analytics and Google Data Studio. Contrary to popular belief, Neil claims you don't need to spend money to take advantage of really powerful tools that will improve your SEO efforts, such as Google Analytics and Google Data Studio. Use Google Analytics to find where people are dropping off to improve your online experience. Use Google Data Studio to keep a pulse on your data—what's working, what you need to fix, etc.

06. Make sure you're in all the local directories. Approximately [31% of customers](#) report they are more likely to look at a local business's Google My Business listing before visiting. Consequently, accuracy is key. While this seems rather obvious, you'd be surprised by how many listings have inaccurate or outdated info. Take time to ensure your business is listed accurately in major as well as local directories.

NEIL'S PRO TIP

"Even if your business is small and you can't pay for anything, that's okay—use something for free. Even if it doesn't have everything you want, it's better than not doing anything at all."

NEIL'S PRO TIP

"Make sure you're in all the local directories: the Yelps, the Google My Business—the list goes on and on."



- 07. Create specific content around keywords and your product/service.** You might also be surprised by the number of people who regularly search for the product or service you provide but end up patronizing a competitor because you don't show up in their search results. You can increase your visibility in targeted searches with targeted content. Use Google ads to find keywords that people are searching for in your industry. Then, create content around those specific words (it helps if you use them as headings in your content).

NEIL'S PRO TIP



If I'm selling baby strollers, I'm going to produce pages around baby strollers. Not one page, but a page for each and every single product, as long as they're different enough. That way I can get traffic and traction for each of the products or services that I'm selling."



08. Produce high-quality images and videos.

As part of your content, include high-quality images and videos that load quickly and appeal to leads. People need to not only read, but see what your business is all about. Neil specifically suggests using YouTube instead of Vimeo.

09. Network with other businesses and sites.

Partner with other local businesses in your community to network and even cross-sell in order to dominate local search. Neil encourages businesses to get really creative and innovate—take advantage of obvious and less obvious opportunities that other businesses aren't seeing to increase your online (and community) presence.

NEIL'S PRO TIP

"You can get rankings from YouTube and drive traffic. Believe it or not, roughly 20% of our signups for Ubersuggest come from YouTube."

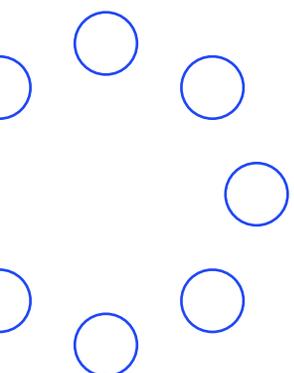


- 10. Use a tool like Podium.** Neil suggests using a tool like Podium to get things done faster and more efficiently. With Podium's messaging tools, you can text customers, collect reviews quickly, chat leads on your website, and make payments all from one place. This not only saves you manpower and time, but increases productivity, convenience, and the quality of your customer experience.

NEIL'S PRO TIP



You can try to tackle it all manually. Or, you can use tools like Podium. You just get stuff done quicker and more efficiently."



Get started.

Getting found and chosen isn't rocket science. It's consumer science—delivering outstanding customer experiences and creating an online presence that reflects this.

If you're still feeling overwhelmed or unprepared, remember—Neil says that you can start from anywhere and with any budget. With so many free tools available and actionable steps you can easily take, there's really no reason not to begin. In many cases, getting started with improving your SEO is as simple as sending a text.

To learn more about how reviews are changing the way businesses get found and chosen, download our 2020 State of Online Reviews report [here](#).

