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# Spoton Digital Marketing Presentation

**Monday 24th September 2018**

Google Partner

# What we are going to discuss

- What we have learned about your it'seeze Clients
- What has changed in the SEO Landscape over the past 12 Months
- The difference between Organic SEO & Local SEO
- Google My Business and importance of Ranking in the Map Pack
- Ranking Factors for Local SEO and GMB
- The it'seeze SEO Kick Start Package
- Ocere GMB & Local Review & Actions
- Additional Benefits
- The Offer

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# What has changed in the SEO Landscape over the past 12 Months?

- Google is a moving cloud and there are Algorithmic updates almost daily
- Mobile first Update – Started Rolling out properly in March 2018 - Google
- Improve Mobile experience
- Google bots will crawl mobile versions of your websites first - Google
- 60% Web Traffic now on Mobile - Source CNET
- 88% Searches on Mobile for Local Business Call/Visit in 24 hrs - Nectafy

# The differences between SEO and Local SEO

**Organic SEO**

- Links need to HQ Authoritative and Relevant
- Links need to be a 'Followed' and not Reciprocal
- Average Page 1 LP 1890 word - Backlinko
- HQ Content – Evidence Base – Search Engine Round Table
- Larger Budget & Man Power required
- Need to optimise Broad and Long Tail Keywords
- Citations and Directory Links have little impact
- Reviews for Conversions not SERP's
- Geographic Location not required

**Local SEO**

- Any Local Links are Good Links
- Reciprocal Links are fine
- Average Page 1 LP 650 words – Nifty Marketing
- Content Location and Keyword orientated
- Small Budget can create quick win's - Ocere
- Need to optimise Geo-specific Keywords
- Citations and Directory Links major impact
- Moz Local
- Reviews are hyper important Google
- Geographical Location major factor Google

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# Google My Business and importance of Ranking in the Map Pack

- Google My Business provides you with the ability to list your business location on Google Maps and local search results.

- When people have done their search, and see your business in the Map results, their next step will be to click on the business to find out more information, such as contact details and directions.

- GMB Map Pack Rankings are GEO Location based but if correctly optimised you can Rank higher than a competitor who is closer to the searcher

# An Excellent GMB Listing

## Pimlico Plumbers

4.4 ★★★★★ 2,446 Google reviews
Plumber in London, England

Website | Directions

**Address:** 1 Sail St, Lambeth, London SE11 6NQ
**Hours:** Open 24 hours
**Phone:** 020 7928 8888

Suggest an edit

**Know this place?** Answer quick questions

### Questions & answers

Ask a question

**Q:** Do you offer free quotes

**A:** No, they will want to come to the property first and look at the job before providing a quote.

(1 more answer)

See all questions (9)

### Plan your visit

People typically spend **15 min to 1.5 hr** here

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## Google reviews

**Bill Critchley**
1 review

★★★★★ 2 weeks ago

The engineer from Pimlico(Roy) who came to sort out the tangle of aerials and phone lines cluttering the outside of my house (28/02/17 at 8.00am) was beyond excellent. This was his second visit and he radiates good cheer and quiet … More

2

**Amanda Greene**
1 review · 1 photo

★★★★★ a month ago

Peter found our problem quickly and solved it as quickly as possible with a positive attitude. He and the Pimlico office were up front about pricing and time estimates. Job was done faster and better than expected, and the results were very … More

Like

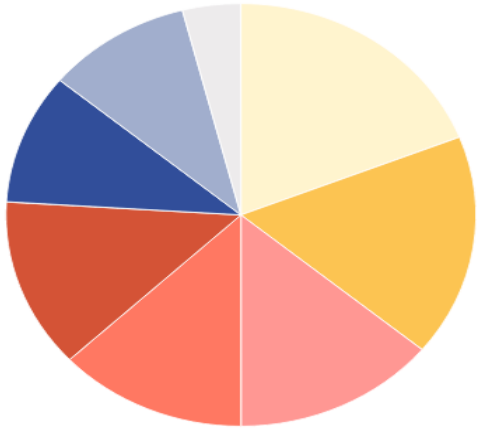
**Urban Stay**
5 reviews

★★★★★ a week ago

We use Pimlico Plumbers quite often for our larger, or emergency jobs. They are always reliable and the work is always, without fail, done to an impeccably high standard. Our most recent issue was with a heat exchange unit in a … More

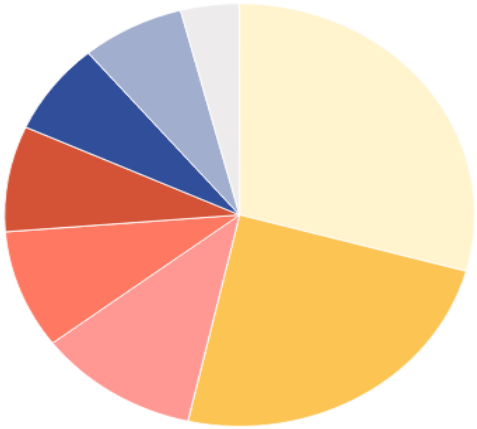
# Ranking Factors for Local SEO and GMB

## Local Pack/Finder Ranking Factors



1. **My Business Signals** (Proximity, categories, keyword in business title, etc.) **19%**
2. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **17%**
3. **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) **14%**
4. **Citation Signals** (IYP/aggregator NAP consistency, citation volume, etc.) **13%**
5. **Review Signals** (Review quantity, review velocity, review diversity, etc.) **13%**
6. **Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) **10%**
7. **Personalization 10%**
8. **Social Signals** (Google engagement, Facebook engagement, Twitter engagement, etc.) **4%**

## Localized Organic Ranking Factors



1. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **29%**
2. **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) **24%**
3. **Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) **11%**
4. **Personalization 9%**
5. **Citation Signals** (IYP/aggregator NAP consistency, citation volume, etc.) **8%**
6. **My Business Signals** (Proximity, categories, keyword in business title, etc.) **7%**
7. **Review Signals** (Review quantity, review velocity, review diversity, etc.) **7%**
8. **Social Signals** (Google engagement, Facebook engagement, Twitter engagement, etc.) **4%**

# GMB – Kick Start

- Full Review of all the Fields and Optimisation
- Check Maps correctly embedded and UTM Tracking is Correct
- Review/Set up Q & A's
- Complete our 14 Point check and optimise accordingly

# Local SEO – Kick Start

- Local SEO Appraisal
  - Full Keyword Analysis
- Complete our 17 Point Check List & Actions
- NAP Audit
  - Checking that it is consistent across the internet
- 4 Local Directory Links
  - Getting the client seen Locally
- Setup of Goal Tracking in Google Analytics
  - Measuring their Traffic and Website Goals

# GMB Review & Actions

| GMB for Map Pack results | Score | Action |
|---|---|---|
| GMB Set up & Verified | | |
| GMB Link to correct Location Page | | |
| UTM Tracking Correct | | |
| Quality and Quantity of Images | | |
| Cover Photo | | |
| All GMB fields filled correctly | | |
| Correlating GMB and Location Page Telephone Numbers | | |
| Correct Primary Business Categorisation | | |
| Quantity of Reviews | | |
| Quantity of Google Reviews | | |
| Velocity of Reviews | | |
| Keywords in Reviews | | |
| Review Diversity | | |
| Owner Response to Reviews | | |
| Google Posts – Velocity | | |
| Have Q & A's been produced | | |
| Is Menu of Services Required | | |

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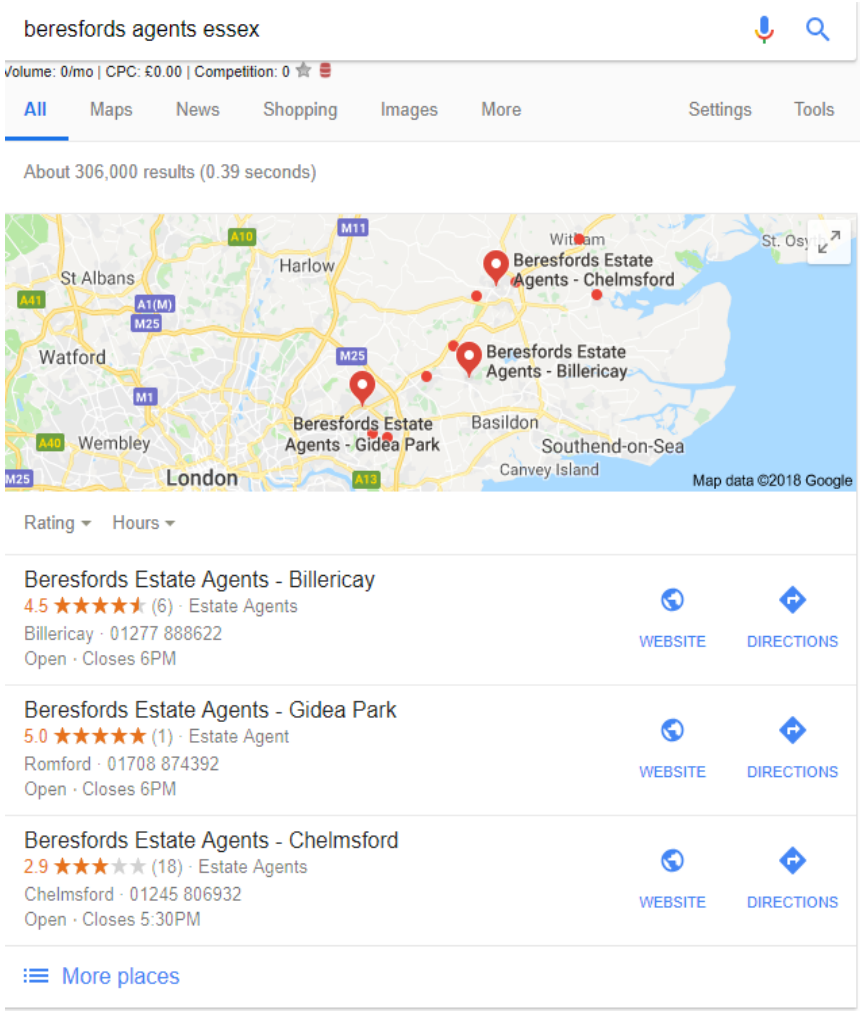
# Local SEO Review & Actions

| Local Ranking Factors | Score | Action |
|---|---|---|
| Location in Page Title | | |
| Website has Relevant Location Page | | |
| Keyword in URL | | |
| Location in URL | | |
| Quantity of Reviews | | |
| Quantity of Google Reviews | | |
| Velocity of Reviews | | |
| Keywords in Reviews | | |
| Review Diversity | | |
| FB Business Page for Location | | |
| Citation Volume | | |
| Citation NAP Accuracy | | |
| Location/LP – Personalisation | | |
| Local Links | | |
| Location Map | | |
| **Google Analytics Correctly Set up** | | |

# Google My Business Example

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# Additional Benefits

- Proven process of improving local rankings
- Smart usage of keywords/directories for optimum result
- Eliminate risk of keyword stuffing/unnatural listing
- Transparent reporting
- Using dependable tools
- Actionable advice moving forward (for further growth)
- A great benchmark and platform to build from

# The Offer

- Fully Optimise for Google My Business
- Fully Optimise for Local SEO – A solid base to build on
- 4 Directory Links
- One off fee of £195

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