



CLICK.CO.UK®

GEOTARGETING AND SEO

HOW TO SUCCEED IN LOCAL SEARCH

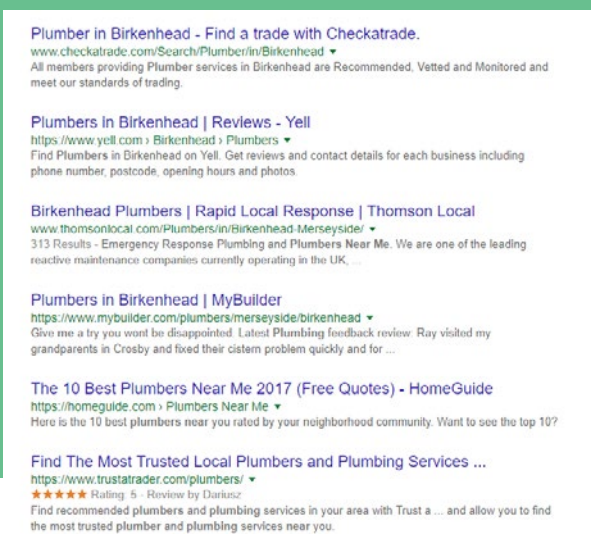


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INTRODUCTION

WHAT IS GEOTARGETING?



Geotargeting, in SEO terms, is the identification and set up of pages or sites to directly market, through personalisation, to (one or more) geographic locations. This is done in a variety of ways – ranging from vocabulary all the way to schema mark up and is a method of earning prominence in search engine results pages (SERPs) for long tail, geographic key terms.

(We're totally not in Birkenhead)

WHY GEOTARGETING IS IMPORTANT (EVEN IF YOU'RE NOT A NATIONWIDE BRAND)

As the previous image shows, the search engine results pages for many of the 'near me' and location specific long tail keywords are filled with comparison sites and directories. While it may seem as though a local business (especially if – through My Business or similar – you are appearing in the map) has done all it can do with SEO, there is still a substantial cache attached to the top slot in search.

In addition, similar ranking signals used for local listings and organic (the elements of SEO that will have you appearing in the 'local snack pack' are the same as those for traditional organic positions). This means that, there is possibly twice the amount of page one 'real-estate' (as it's commonly called – US English really does get everywhere) on offer for the smart marketer.

There are also studies which suggest that organic results, on pages with local snack packs, still achieve between around [30 and 40% of all clicks](#). This means that you can, just by ensuring your site ranks within both organic and snack pack results, potentially dramatically improve your traffic.

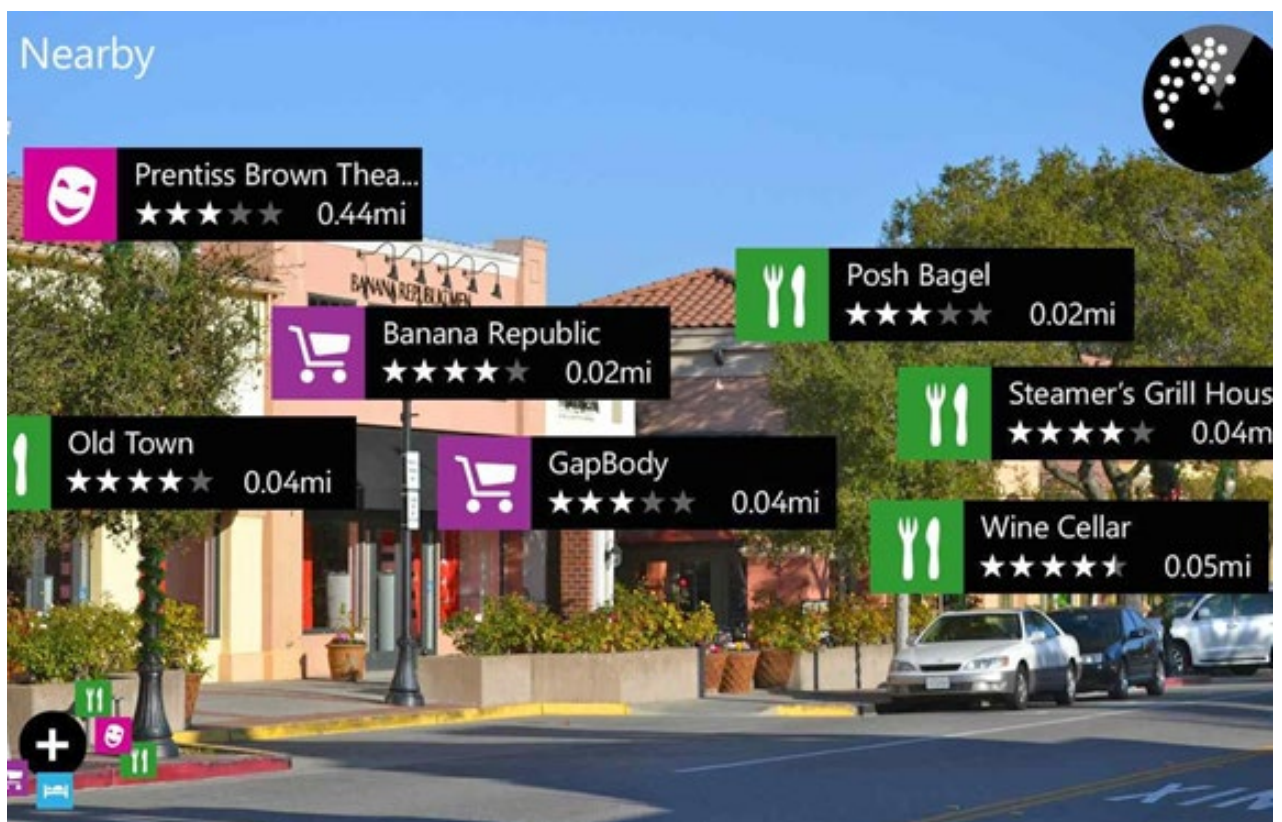
Whether you have one location or many, don't cede ground to comparison sites – ensure you have the best chance of success with geotargeting.



GEOTARGETING AND THE FUTURE OF SEARCH

It is a pet theory that the future of search will include AR (augmented reality) as well as AI (artificial intelligence) which could lead to a host of interesting developments in local search – in fact, there is a blog over on the Click Consult site which [lists local as a main facet of such developments in AR](#).

Doubtless, as mobile increasingly surpasses desktop for search volume and local searches increase and are ever more refined by Google ([searches with the 'near me' qualifier have grown by 150% in the last two years](#)), local search ranking is going to become more important to brands of all sizes.



WAYS TO SUCCEED AT A LOCAL LEVEL

GOOGLE MY BUSINESS

While we'll keep it simple here, there's a more in depth discussion of Google My Business on the [Click Consult site](#). The important takeaway here is that, if you haven't already, you simply have to [claim your Google My Business page](#) (not to mention your [Bing Places for Business](#)) as it is vital in order to show in the local pack.

LOCAL LANDING PAGES

For geotargeting, there are few things better (at least in combination with the next point), of earning local rankings than location specific landing pages. While it may not be necessary for brands operating in only one area, this advice can apply equally to a site more generally.

Plumber in Birkenhead - Find a trade with Checktrade.

www.checktrade.com/Search/Plumber/in/Birkenhead ▼

All members providing Plumber services in Birkenhead are Recommended, Vetted and Monitored and meet our standards of trading.

We're still not in Birkenhead, but the fantastic example of location targeted meta title and description above leads to the local landing page below.

The screenshot shows a search result on the Checktrade.com website. At the top, there's a navigation bar with 'Checktrade.com' logo and 'where reputation matters' tagline. Below the navigation, there's a search bar with 'Plumber' and 'Birkenhead' entered, and a 'Search' button. To the right of the search bar, it says '95 members can help you'. Below the search bar, there's a map showing the Birkenhead area with several location pins. Below the map, there's a section titled 'Plumber in Birkenhead' with a 'Sort By: Most relevant' dropdown. Below this, there are two business listings: 'C J Charles Heating, Gas & Plumbing Services' with a rating of 9.87 and 364 reviews, and 'Eco Plumbing NW' with a rating of 9.34 and 14 reviews. On the left side of the search results, there are three informational boxes: 'Over 3.2m reviews Customer feedback and scores for all to see', 'Free to search No registration required to view and contact our members', and '26,297 checked members nationwide to choose from'.

The local landing page allows you customise meta titles and descriptions to ensure they are fully optimised for local search. While services may remain generally the same, it should be possible for all businesses to create a page bespoke to a specific operation location – introduce visitors to your staff, to area specific specials, directions to your store or place of business and much more. See a great little guide from the Moz blog – [Overcoming Your Fear of Local Landing Pages](#).

Local landing pages can also permit you the opportunity to take advantage of location specific events – with offers specific to festivals or other events in the area.

STRUCTURED DATA

Structured data should be considered absolutely vital to success with geotargeting – yet it has surprisingly poor adoption rates (only 31.3% of surveyed sites used any schema markup at all, while Schema.org's [LocalBusiness page](#) suggests only between 500,000 and 1,000,000 domains use the local markup).

This makes it a fantastic opportunity for local businesses or those looking to target specific areas. By employing local markup on your site, you instantly have advantage over your competitors – most of whom (according to uptake rates) won't be using it.

```
▼<div id="stores" class="page" itemscope itemtype="http://schema.org/Store">
  ▼<div id="storeDetails">
    ▼<div class="storeDetailsContainer">
      ▶<div id="storeImage" itemprop="photo" itemscope itemtype="http://schema.org/ImageObject">...</div>
    </div>
    ▼<div class="storeDetailsContainer">
      ▼<div id="storeAddress" itemprop="address" itemscope itemtype="http://schema.org/PostalAddress">
        <h1 class="branchName">Chester</h1>
        ▼<div class="storeAddressInnerContainer">
          <span class="branchAddressLine" itemprop="streetAddress">Grosvenor Shopping Centre</span>
          <span class="branchAddressLine" itemprop="streetAddress">10-14 Newgate Row</span>
          <span class="branchAddressLine" itemprop="addressLocality">Chester</span>
          <span class="branchAddressLine" itemprop="postalCode">CH1 1ER</span>
          ▶<span class="branchPhone" itemprop="telephone">...</span>
        </div>
        ▶<span class="branchLocalInfo">...</span>
      </div>
    </div>
  </div>
</div>
```

There's a deeper exploration of semantic mark-up and schema in [Understanding Semantic SEO](#).

REVIEWS AND DIRECTORIES

The chances are, if you've searched for anything 'near me' you'll have been met with results similar to the one below. A comparison or review site listing the top things you've searched that are near you.

[The 10 Best Birkenhead Restaurants - TripAdvisor](#)

<https://www.tripadvisor.co.uk> › ... › [England](#) › [Merseyside](#) › [Wirral](#) › [Birkenhead](#) ▼

Reserve a table for the best dining in Birkenhead, Wirral on TripAdvisor: See 8354 reviews of 265

[Birkenhead restaurants](#) and search by cuisine, price, location, ...

Again, this location specific meta title and description leads to a local landing page

While it is not an excuse to avoid working on your own brand's SERPs position for local results, these sites are a must have for any goods or services that can be reviewed. So sign your business up to Yelp, Yell.com, Trustpilot, TripAdvisor or any other appropriate site. Make the most of their strong position in SERPs and use it to your benefit – the potential is there to hit three page one appearances via directory/review sites, your local pack and your organic results.

3 THINGS YOU CAN LEARN ABOUT GEOTARGETING FROM PPC

While geotargeting is of growing importance to SEO, it has long been a staple of PPC campaigns and there is a lot that SEOs can learn from practices carried out by their paid search colleagues. These include:



1. **Use location specific keywords** – whether in the landing page or meta description copy, use location specific keywords to improve the relevance of your results for SERPs.



2. **Use Keyword Planner to decide which area has the most volume** – while your business may be located in Halesowen, the chances are you may get better results by targeting Birmingham with your page (and many more similar examples).

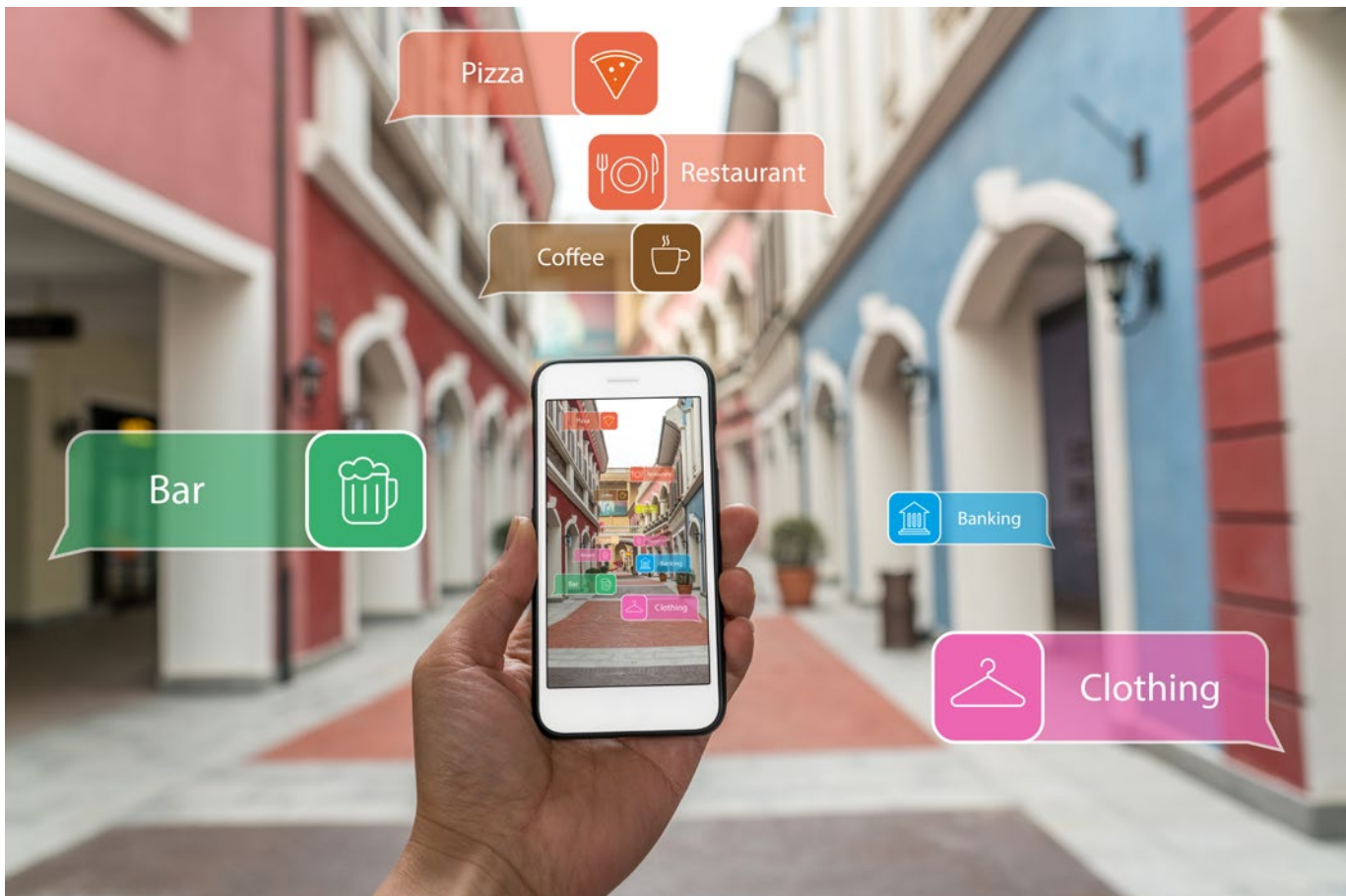


3. **Make your localisation relevant** – while you can't serve multiple search results for queries, you can aim for the most prominent events and locations with targeted pages and descriptions 'Need a Coffee near Marble Arch' for example or 'The Cavern, Liverpool – Home of The Beatles'.

CONCLUSION

The future of search marketing is both personal and local – whether your brand spans continents or the Pennines, it will need to prepare for a time when it will have to compete on many smaller stages as well as the big ones. The growth of AR, AI, mobile and voice search are all linked intrinsically to a future of hyper-personalisation down to our geographic locations.

While it is impossible to know exactly what will be required to master the future of search, we can keep up with the incremental changes Google is taking (along with other search engines) to get us to that future. That means that brands need to invest now in local search and geotargeting strategies to ensure they're ready to take the next steps as they come.



GET IN TOUCH WITH US TODAY

ABOUT US

At [Click Consult](#), we understand that getting local worldwide takes work and experience - but also how vital it is to the future of search. Why not see how we can bring the world to your doorstep and vice versa with our [free SEO audit](#).

Our website features an online resources section, full of useful [eBooks](#). We also write a [blog](#), where you can find an abundance of search marketing tips. If you're feeling social, get in touch on [Google+](#), [Facebook](#), [Twitter](#) or [LinkedIn](#).

To discuss how a bespoke strategy could amplify your business' search engine visibility, call us today on

0845 205 0292

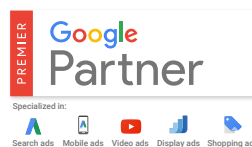


WHAT OUR CLIENTS SAY

"Click, from the initial pitch, have delivered on their promise of providing data-driven solutions for particular SEM problems. I have found them both knowledgeable and effective in delivering results."
Fergal Lynch, Chill Insurance

"As business decisions go, this was probably one of our best. It is not often you find such a responsive and intuitive agency who understand what you are trying to achieve. They get it. They take feedback on the chin - we can be very direct sometimes, and they simply run with it and find solutions that work for us. In a market that over promises and under delivers we trust Click Consult to do a brilliant job. I highly recommend Click Consult. "
Eilish Adams, The Law House

OUR ACCREDITATIONS



OUR TECHNOLOGIES

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