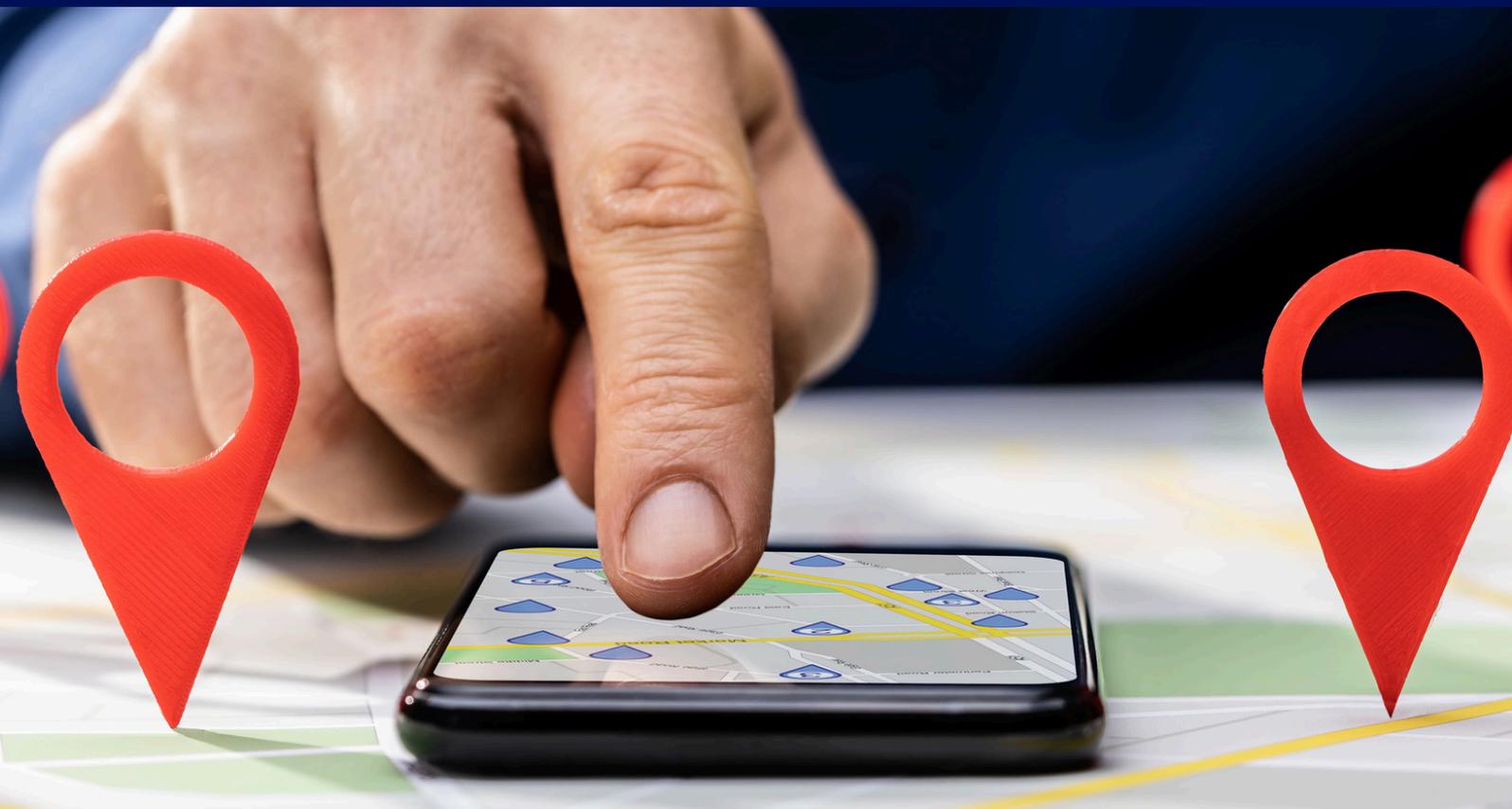




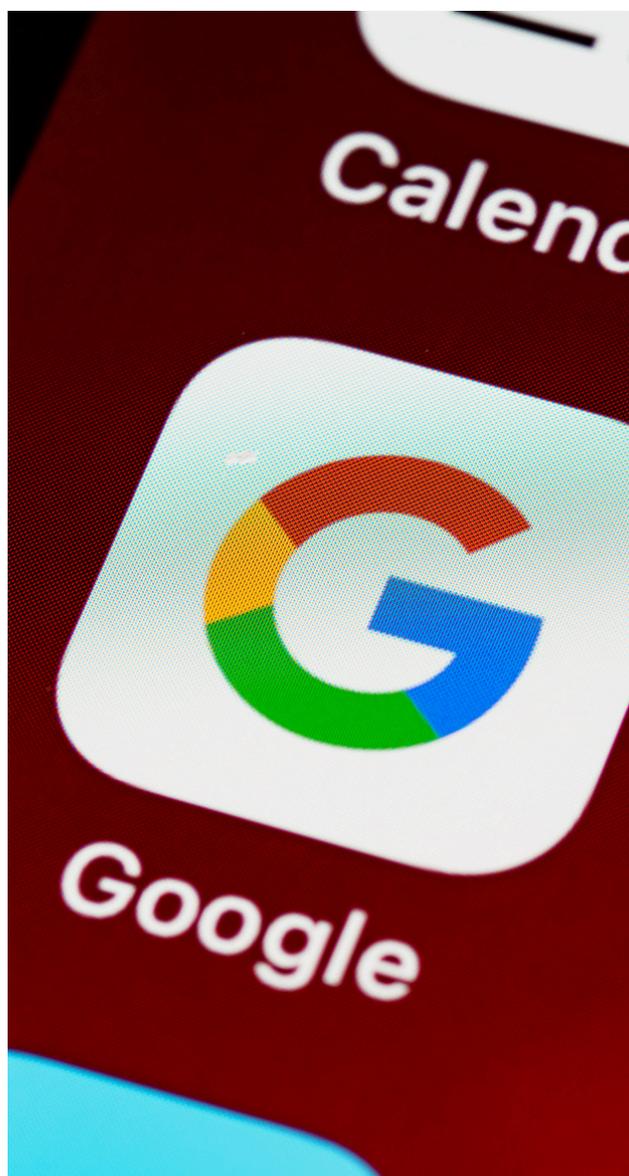
# LOCAL SEO SUPERGUIDE 2024

DOMINATE LOCAL SEARCH RESULTS FOR YOUR  
SALONS: LATEST TRENDS, TIPS, AND PROCESSES



# 46% OF ALL GOOGLE SEARCHES ARE SEEKING LOCAL INFORMATION

Running a successful local business—be it a plumbing company, yoga studio, or pet grooming service—requires more than just offering quality services and products these days. To truly thrive as a neighborhood favorite, you also need strong visibility and discoverability in your specific geographic area.



This guide serves as an actionable toolkit full of tactics, insights, and practical steps to establish your local prominence, both online and off. We'll cover everything from how optimizing for local search can transform your growth to specific ranking factors on Google that even seasoned marketers overlook.

Whether you're a marketing consultant trying to improve local SEO for a client's flower shop or the owner of a pizza restaurant hoping to stand out from competitors, there are valuable learnings here for you.

Let's dive in to start connecting your business with more of the customers already searching for precisely what you offer in your area! The strategies shared will help you become the neighborhood staple you aspire to be.

## TEAM SYNUP

LOCAL SEARCH MANAGEMENT TOOL



## WHAT IS LOCAL SEO?

You might think local SEO is just about helping a corner coffee shop show up in Google searches. While that's part of the strategy, there's more to it. At its most basic, local SEO is a distinct strategy within the broader field of SEO geared towards increasing your business's visibility in local search results.

Let's say you're an optometrist in Austin. When someone searches "optometrist near Austin," you want your practice to not just show up but also dominate the search results

Local SEO isn't a one-size-fits-all kind of deal. What works for a bakery in San Jose won't necessarily be the game plan for a tech start-up in Silicon Valley. This is where a thoughtful local SEO strategy comes into play.

You have to consider factors like local competition, customer behavior, and even the specific algorithms of search engines.

Search engines have become so advanced that they can pinpoint where a search is coming from without the user typing the location. That's what we call local search intelligence.

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# WHY IS LOCAL SEO IMPORTANT?

AN EXPLAINER

## The Conversion Factor

Suppose you've got a shop selling handmade soaps. You've poured love and care into each bar. Across town, Jenny's searching online for "organic handmade soap near me." She's not just window shopping; she wants to buy.

In this case, local SEO is how Jenny can find your soap instead of someone else's. If your shop pops up at the top of her Google search, chances are she's coming to you.

## The Community Connection

Picture a local farmer's market where everyone knows each other. Now, think of it as an online community. That's what local SEO does for you. It takes your business and puts it right in the middle of your digital 'neighborhood.' When folks nearby search for what you offer, you're right there, saying, "Hey, come on in. We're local, just like you."

It's not about just bringing in more sales; it's about building a sense of belonging.

## The Competitive Edge

Imagine running into an old classmate. You both started similar businesses, but yours is thriving while theirs is just hanging on. Why? Because when locals search for services you both offer, your business shows up and theirs doesn't. That's local SEO at work. Local SEO makes sure you're not lost in the crowd and stand tall as the first choice for locals.

## The Adaptability Quotient

Remember mixtapes? They were all the rage, and then suddenly, they weren't. The world moved on to streaming. Your local SEO techniques need to be just as adaptable.

Keywords and algorithms are always changing. What was a hit yesterday might not even register today. It's like fashion; you have to keep up with the trends to stay relevant.

Local SEO isn't a 'one-and-done' deal; it's more like a living, breathing entity that needs regular check-ups and updates.

## The Trust Element

Do you know how good it feels when a friend recommends a great book and it turns out to be a page-turner? That's the kind of trust local SEO can help you build, but on a much larger scale. Imagine someone new to your area looking for a reliable pet sitter.

They Google it, and there you are, with loads of positive reviews. It's like the whole neighborhood is vouching for you. Local SEO is how you turn those online searches into a crowd of local fans, all saying, "These folks are the real deal."



# 900%

increase in “near me” type searches over two years

# 28%

of local searches become purchases

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# WHAT TYPE OF BUSINESSES NEED LOCAL SEO?

AN EXPLAINER

## Services Providers

Let's say you're a plumber. When someone's got a leaky faucet, they're not going to spend much time scrolling through pages of search results. They're going to pick a plumbing service from the top few options. So, if you're not there, you're basically invisible.

Local SEO ensures that when a pipe bursts and someone panics, you're the calm, professional solution that appears to save the day. From lawyers to dog walkers, if you're providing a service, local SEO is your 24/7 billboard.

## Food and Beverage

If you run a cafe or a restaurant, you know that location is everything. But guess what? Online location matters just as much. When someone searches for "best tacos near me," local SEO is what puts your amazing fish tacos in front of eager eyes. With local SEO, you're not just another eatery; you become the local favorite.

## Retail Stores

Think of your brick-and-mortar store like a book. Local SEO is the cover that either draws people in or gets passed over. When locals search for products you sell, whether it's vintage clothes or specialized camping gear, you want your store to be the first thing they see. It's like being on the front page of a local newspaper, but even better. This front page is tailored to show your store to people actively looking for what you offer.

## Medical Practitioner

We've all been there—waking up under the weather and Googling for a nearby doctor. Now, if you're a healthcare provider, you want to be the clinic or practice that pops up whenever someone searches for it. Local SEO is the modern-day version of word-of-mouth recommendations, amplified to reach anyone with a smartphone and a health concern. Local SEO makes your practice the community's first call for health needs.

## Specialty Shops

Ever tried to find a store selling artisanal cheese or custom-made bike parts? These unique businesses thrive on being found by the right people. That's where local SEO comes into play, illuminating your store for all those niche customers searching for what you offer.

They don't want generic; they want specialized and local SEO ensures they find your unique offerings first.

# HOW DOES LOCAL SEO WORK?

**When you're looking for a great local coffee shop, you don't want recommendations for cafes halfway across the country popping up, right? That's where search engines play digital matchmaker.**

**Their algorithms act as the discerning navigator to surface exactly what you need in your specific area. But these algorithms are constantly evolving, and you must adapt in tandem. Refresh your website content, keep your Google Business Profile updated, and monitor trending topics in your community.**

**Treat the algorithm like your most temperamental foodie critic - appease its ever-changing tastes, and your rewards will be bountiful. Ignore its whims, and you may find yourself cast onto page 12 in its bad graces.**

## Keywords and Phrases

You need to choose your keywords to fit the local scene. If you run a bakery in New Jersey, it's no good to focus on generic terms like "best cakes." You'll get lost in the crowd.

Instead, zero in on what people in NJ are actually typing into their search bars: "best New Jersey bakery," perhaps. These targeted phrases are your ticket to the top of the local search rankings. Remember, it's not just what you say; it's how you say it.

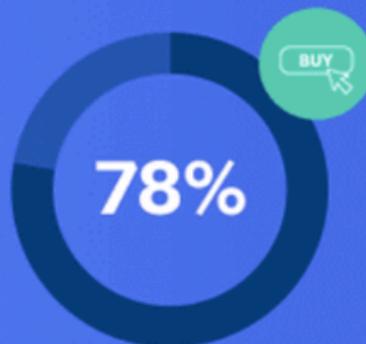
## Online Reviews and Ratings

Imagine you're new in town and you're asking locals where to get the best coffee. Every third person mentions the same cafe. You'd go there, wouldn't you?

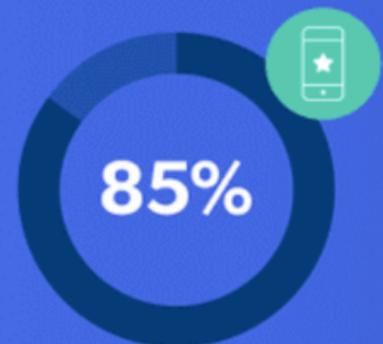
If your local business has a ton of positive reviews, search engines will notice. Every good review you receive pushes your candidacy higher in the local electoral race for visibility. So, encourage those reviews. Respond to them. Make your customers feel heard.



of respondents always or mostly consult ratings and reviews before making a purchase



of respondents said that product reviews were the most influential for their purchase decision



of respondents consult online product reviews on their phones while shopping in-store

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### Local Backlinks and Citations

In the digital realm, local backlinks and citations are nods of approval. These are other websites, preferably local and reputable, that link back to your business. These digital nods can be from local bloggers, news outlets, or any respected local website. The more you get, the higher your local credibility soars.

### Mobile Responsiveness

Say you're out and you suddenly decide you want a haircut. What do you do? Pull out your phone and Google "best haircuts near me," right?

Now, if a local salon's website doesn't load properly on your phone, you're not going to bother, are you?

That's why mobile responsiveness is key. In the smartphone age, having a mobile-friendly site isn't just nice; it's absolutely essential.

## LOCAL SERP FEATURES

### THE GOOGLE 3-PACK

When you search for a local service, Google often shows a map with three business listings underneath. This is the coveted Google 3-Pack. Want to land a spot there?

Start by optimizing your Google Business Profile. Make sure your SEO local listing is complete with accurate business hours, location, and categories. Regularly update photos and encourage customer reviews.

This isn't just for show; it's a powerful tool to drive local foot traffic.

### LOCAL KNOWLEDGE PANEL

Right next to your search results, you'll often find a box filled with business info—this is the Local Knowledge Panel.

To get one for your business, you first need to claim your Google Business Profile. Fill it with essential details like your address, phone number, and business hours. Add high-quality photos and make sure to manage and respond to reviews. This panel acts as your online business card; make it impressive.

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## LOCAL ORGANIC RESULTS

These are your standard search results but with a local twist. To rank well here, on-page SEO is crucial. Use local keywords in your online content, including meta descriptions and titles.

Also, ensure your website has a clean and organized structure; search engines and users both love this. Consider it the online version of keeping a tidy, well-organized shop.

## LOCAL PAID ADS

Think of these as the billboards of the digital landscape. They're paid ads that appear at the top of local search results. If you're struggling to rank organically, investing in local Pay-Per-Click (PPC) ads can give you that much-needed visibility.

Make sure your ads are well-crafted and targeted. The more relevant they are to the local searcher, the more bang you get for your buck.

## LOCAL CAROUSEL

The local carousel is a scrollable list of businesses that sometimes appears above the search results. It's highly visual, often focusing on restaurants, hotels, and similar businesses.

To get on this, stunning visuals are the key. High-quality photos of your dishes, rooms, or services can make you stand out in this eye-catching display.

## IMAGE AND VIDEO PACKS

Images and videos can also appear in local searches. These packs usually show up for queries that could benefit from visual content.

To rank here, your visual content must be top-notch. Use high-quality, relevant images and videos, tagged with local keywords to draw people.

## SNIPPETS AND FAQ

Sometimes, search results include a snippet of information or a list of Frequently Asked Questions (FAQs).

To get featured here, structure your website content in a clear, question-and-answer format. Use subheadings for questions and provide concise, straightforward answers to customer queries.

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# LOCAL SEO RANKING FACTORS: What matters the most?

## Google Business Profile Ranking Factors

Your Google Business Profile is the first thing people see when they Google you, so you better make it good. Now, we're not just talking about listing your name, address, and phone number, although that's where you start. Accuracy is key. If your sign says you're selling oranges but you're selling apples, you're going to have some very confused and irritated customers.

**But let's dig deeper.** Your business category is not just a label; it's a promise. It tells people what they can expect from you. If you're a bookstore that also serves coffee, make sure you tick off both categories. Don't just settle for 'Retail'—get as specific as you can. Google loves details, and so do your customers.

**And let's talk visuals.** In this Instagram age, a picture really is worth a thousand words. So, make those words count. Upload crisp, attractive photos of what you offer—be it food, apparel, or services. Show people why they should choose you. And while you're at it, throw in a virtual tour of your place. Let them 'walk' through your business before they decide to actually walk through it. Now, onto reviews. The more positive reviews you have, the richer your profile gets.

But here's the clincher: respond to them. Does someone praise you? Thank them. Someone has a gripe? Address it. Publicly. It shows you care. Google likes businesses that care.

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# LOCAL SEO RANKING FACTORS: What matters the most?

## Local Listings and Citations

Local listings are the online directories and local websites where your business gets mentioned. And in the world of Local SEO, more mentions mean better visibility.

First things first: consistency. Make sure your business name, address, and phone number appear the same way everywhere. It's not just OCD; it's SEO 101. Inconsistent information confuses search engines, and a confused search engine won't recommend you to anyone.

But let's not stop at just the usual directories. Think about where your customers hang out online. Are there forums, blogs, or online communities related to your field? Get listed there. Offer to write guest posts for blogs in your industry. It's like going to where your customers are and setting up a stall.

And here's a pro tip: local media. Newspapers, online news sites, and local blogs often have business directories where you can get listed. Some even offer free listings for local businesses, generating instant credibility.

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# LOCAL SEO RANKING FACTORS: What matters the most?

## Reviews

Reviews are the first thing we look at when we're checking out a new place or service. Everyone notices them, including Google. So it's good to receive as many positive and praiseworthy reviews as possible.

How do you get these? The answer is service that goes above and beyond, followed by a gentle nudge to leave a review. Put a sign near the cash register or add a little note at the bottom of the receipt— or train your staff to ask for reviews when they sense a satisfied customer. It's not begging; it's business.

But what if you get a bad review? First off, don't panic. Take a deep breath, and respond calmly and professionally. Apologize, offer a solution, and take the conversation offline. One bad review won't tank your business, but how you handle it could. Show potential customers that you're proactive and accountable.

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# LOCAL SEO RANKING FACTORS: What matters the most?

## On-page SEO

When you delve into On-Page SEO, every aspect, from the URL structure to the content quality, should be optimized. Consider the URL as the street address of your online store. It should be clean, easily readable, and indicative of the page's content. Online visitors need straightforward URLs to navigate your site.

Content must be top-notch, relevant, and cater to your audience's needs. Incorporate local keywords naturally into your content, maintaining a balance to avoid overloading.

Meta descriptions and title tags should be compelling and concise, enticing searchers to click through to your website. Remember, you're competing for attention in a crowded marketplace, and these elements play a pivotal role in capturing it.

Lastly, think about the structure of your website. It should be as inviting and user-friendly as a well-organized brick-and-mortar store. Navigation should flow smoothly, guiding visitors through your pages logically. Load times matter, users won't tolerate slow-loading pages.

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# LOCAL SEO RANKING FACTORS: What matters the most?

## Local Link Building

Local link building is often underestimated, yet it's a linchpin for strengthening local SEO. These links act as endorsements from other websites, signaling the search engines the value and relevance of your content within the local community.

Start by identifying local businesses, blogs, or community websites that align with your industry or audience. Reach out for potential partnerships, collaborations, or guest posts. However, remember that link building is a two-way street; offer something in return, whether it's sharing their content or featuring them on your platform.

Quality over quantity should be your mantra. A link from a well-known, respected site within your industry holds more weight than multiple links from obscure sources. Regularly monitor your backlinks, and be prepared to remove any low-quality or spammy links that could harm your online reputation.

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# LOCAL SEO RANKING FACTORS: What matters the most?

## Search Personalization

Search engines, particularly Google, use various factors to customize search results based on the user's search history, location, and device. To leverage this, you must understand your audience's online behavior in detail.

Tools like Google Analytics can provide insights into the origins of your web traffic, the devices used, and which pages attract the most attention. Armed with this knowledge, you can tailor your content to cater to your audience's preferences effectively.

Imagine your audience is primarily mobile users; focus on optimizing your website for mobile viewing. Capitalize on geo-targeting to serve location-specific content or promotions. If you have multiple business locations, use geo-targeting to display the nearest one based on the user's location.

Incorporate the power of personalization into your retargeting strategies and email campaigns. Address user preferences based on past behavior by reminding them of abandoned shopping carts or suggesting related products or services.

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# HOW START IMPLEMENTING LOCAL SEO: Master Google's local SEO factors

## Google's Local Pack

For every local search query, Google highlights top 3 local search results on top. These 3 top results form what we call the Google Local Pack. Google takes into consideration about 149 factors when deciding which businesses go into the Local Pack.

149 seems a whole lot of things on your plate. But don't worry, even if you worked on a handful of high-impact SEO factors, you will see significant results. Good to start with, no? Here are some of those factors based on research by Whitespark. Apart from this, you should also work on simultaneously ranking for Google's organic search results.

### Local Pack/Local Finder/Google Map

#### Ranking Factors:

- 32% GBP Signals
- 19% On-Page Signals (the page that's linked to from GBP)
- 16% Review Signals
- 11% Link Signals
- 8% Behavioral Signals
- 7% Citations
- 6% Personalization Signals

### Local Organic Search Factors:

- 36% On-Page Signals
- 26% Link Signals
- 9% Behavioral Signals
- 9% GBP Signals
- 7% Personalization
- 7% Citation Signals
- 6% Review Signals

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# HOW START IMPLEMENTING LOCAL SEO: Tips for local search optimization

## Optimize Your Google My Business Profile

Your Google My Business (GMB) listing is ground zero for local SEO. Complete your listing with key details like a description, photos, hours, location info, and more. Include keywords naturally to help get found in search. Enable Features like Q&A, posts, and products. Respond to reviews to showcase good customer service. The more robust your GMB profile, the more it strengthens your local presence.

## Create/Claim Local Listings

In addition to Google, claim or create free listings on directory sites like Yelp, Mapquest, Yellowpages, Foursquare and others relevant to your business. Fill out as much information as possible like photos, videos, services, areas served and don't forget to include your NAP (name, address, phone). Consistent NAP helps search engines associate your listings with your website.

## Focus on Reviews

Reviews and recommendations act as social proof and result in higher local pack rankings. Prompt happy customers to leave reviews on Google, Facebook, Yelp and other third-party sites. Respond professionally to any negative reviews. Add review widgets to your website to showcase positive feedback. Reviews build trust and credibility for potential customers.

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# HOW START IMPLEMENTING LOCAL SEO:

## Tips for local search optimization

### Optimize Website Content

Include your city, neighborhood and other local keywords on key pages like "About Us", "Contact Us", service pages and blog. This gives search engines stronger signals about your local service area. Ensure your city and state are in site title tags and meta descriptions. Add schema markup for your business name, address and phone number.

### Create/Claim Local Listings

In addition to Google, claim or create free listings on directory sites like Yelp, Mapquest, Yellowpages, Foursquare and others relevant to your business. Fill out as much information as possible like photos, videos, services, areas served and don't forget to include your NAP (name, address, phone). Consistent NAP helps search engines associate your listings with your website.

### Get Local Links

Build links from local directories, associations, newspapers, blogs and influential local sites. These help search engines associate your business with the surrounding location. Sponsor local events, groups or teams and leverage that for natural link opportunities. Use local data or events as link bait.

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# HOW START IMPLEMENTING LOCAL SEO: Tips for local search optimization

## Share Local Content

Interact regularly with customers and followers on social media channels. Share news related to your local area and get involved with local hashtags. Sponsor a local event or team to get exposure. Partner with nearby businesses for co-marketing opportunities. This helps establish your business as an active member of the local community.

## Advertise in Local Media

Take out ads, underwrite content or be a guest on local TV, radio or podcasts. Seek expert quotes in local newspaper articles. Sponsor events and activities at nearby venues. This expands your visibility and reinforces your local presence.

## Target Local Intent Keywords

Do geographic and intent-based keyword research using tools like Google Keyword Planner. Target keywords with your city, neighborhood, “near me” etc. Optimize pages around each core keyword, including variations and long-tail versions. Update page titles, content, alt text and schema markup.

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# HOW START IMPLEMENTING LOCAL SEO: Tips for local search optimization

## Feature Visual Assets

Add images of your business location, local events and customers onsite enjoying your product/service. Videos can showcase your space, ambiance and local team. Google favors rich media so take advantage to reinforce your local presence.

## Optimize for Voice Search

Remember the old days of operator-assisted phone calls? Voice search is the 21st-century version. It's not just a fad; it's a seismic shift in the way people interact with technology. Voice queries often sound like someone asking their friend for a recommendation, e.g., "Find me a good Italian restaurant nearby." Mold your content to answer these conversational questions. Make your business the friend that everyone asks for advice.

## Measure and Improve

Use Google Search Console to monitor how you rank for target keywords in local pack and organic results. Track what's driving visits from local searches. Continuously optimize pages and GMB for opportunities. Take new photos, add content, get more reviews. Improving local SEO is an ongoing process.

# WHAT KIND OF CONTENT WORKS FOR LOCAL SEO?

## Localized Scholarly Pieces

Interview professors or local industry experts to craft articles that delve deep. Say you're a bookstore. Engage with local literary scholars. Discuss the influence of the region's culture on its literature. It's SEO gold, and it fosters community connection.

## Hyperlocal How-to Guides

Let's assume you run a hardware store in a coastal town. How about a how-to guide on protecting homes from saltwater corrosion? Insert local climate data, suggest products you sell, and voila, you've got a guide that's both useful and localized.

## Local Art & Culture

Conduct interviews with local artists or musicians. If you're a coffee shop with a rotating art display, publish a monthly "Art Corner" blog post.

Describe the art, the artist, and how it fits into the community fabric. This creates a unique, non-duplicable content cornerstone that speaks volumes to both residents and search engines.

## Resident Stories

Nothing screams "local" like the people who live there. Feature their stories. A boutique could highlight a "Customer of the Month," showcasing how their purchases integrate into their lives and local activities.

## Interactive Maps

Create interactive maps detailing local trails or popular neighborhood spots. If you're a cycling shop, map out local bike trails, grade them by difficulty, and add in landmarks or resting spots. Here, interactivity serves dual purposes: user engagement and geolocation specificity.

## Community Service

Community service doesn't just look good; it reads well too. If your business sponsors a local charity event, don't stop at social media shoutouts. Craft a detailed post-event analysis. Include interviews with attendees, capture the essence of the locale, and subtly weave in how your brand contributed.



# SEO TOOLS TO HELP YOU DOMINATE LOCAL SEARCH

## SYNUP

Synup is a multi-faceted tool that gives you control over your local listings, monitors customer reviews, and even tracks your SEO rankings.

## GMB EVERYWHERE

When you're not on your business premises, wouldn't you want someone to keep an eye on the competition? This is what GMB Everywhere helps with. It's a browser extension that allows you to dissect Google My Business (GMB) listings straight from your search results.

## KEYWORDTOOL.IO

This tool specializes in unearthing long-tail keyword suggestions. In local SEO, long-tail keywords are your sniper rifles. They're precise, and they get you the conversion.

## LOCALSEOCHECKLIST.ORG

This is a foundational must-have. Think of LocalSEOChecklist.org as your local SEO building code. It provides a comprehensive list of tasks that guide your local SEO strategies.

## KEYWORD PLANNER

Google's Keyword Planner is an oldie but a goodie, especially for local businesses. It lets you tailor your keyword research to specific geographies.

## UBERSUGGEST

Ubersuggest is your crystal ball. Created by Neil Patel, this tool is adept at picking up on emerging keyword trends. Use Ubersuggest to identify keywords that are gaining traction but haven't peaked yet.



# LEARNER'S CORNER

## Read more to go deeper into local search marketing

These resources will help you get better with local SEO practices and stay up to date with new updates and trends in local search marketing

- [Local SEO Checklist to Improve Your Rankings in 2024](#)
- [Implement Top 35 Local Search Ranking Factors Like a Pro](#)
- [The A-Z of Local SEO - Your Definitive Glossary of 100+ Terms](#)
- [How to do Local Keyword Research for Your Business – A Guide](#)
- [Case Study: Learn How Mancini's Sleepworld Increased Store Visits by 50% Using Localized Campaigns](#)
- [Free Digital Marketing Tools](#)
- [Synup Webinars: Google Business Profile Optimization](#)
- [Synup Webinars: Mastering Multi-location SEO](#)



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