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How Local SEO can Help Local Business get on The First Page Of Google

For most Local Business SEO (search engine optimization) is almost a foreign language to them, so they tend to avoid getting involved in Business Internet marketing for their local business, this is despite the fact that over 70% of people searching for their services are looking on the internet to find local businesses to provide them with their needs.

Only about 23% of businesses large and small have a business website, giving these companies, and local businesses a distinct advantage over their competitors, both nationally and locally.

If only the local business owners could get past the point of finding this subject boring, and start to take an active interest in it and to take SEO seriously they would be able to increase their share of the market significantly.

It's understandable that they have little or no knowledge of this subject, as they have been busy building their local businesses, and they don't have the time or the knowledge to do this work for themselves, but they could stop some of the useless spending that they are doing on local adverts in the papers that are not working anymore, and divert that cash into paying a professional to do it for them.

There has never been an opportunity like this, as Google and the other search engines are really working hard to help local businesses, by giving them the chance to list their businesses in their Small Business SEO listings, in Google's case it is called Google places, and what's more they can list them for free, if they are well optimized they stand a good chance of getting on Google's first page.

This is where Local SEO comes into its own, If these listings are properly search engine optimized they will show up on the first page of Google for many different search terms, so that your local business will have more exposure than your competitors, therefore gaining you more new customers.

What is Local search engine optimization?

Search engine optimization is finding out what people type into the search engines to find your local service or products, this takes quite a bit of time and research to find the best search terms, with the most search results (people searching for that term), and making sure that you can compete with your competitors for that term, and you need to find as many as possible.

Local SEO. can be used on all your business listings in the local business directories, so that wherever you're potential customers look for your service, your business is the first one that they see, this will help your business to build its own brand in your local area, the more customers that you get the more people that you have recommending your service to others, (If you do a good job) and the bigger your brand gets.

Most of your competitors know nothing about this, so even if they have a local website the chances are that not many people will find it if it is not well optimized.

Can you imagine what this can do for your local business? If you have a local website that is well

optimized, with good quality content on it, and it is linked to your local business listings, helping to get you good quality enquiries, don't forget these potential customers are looking to do business with you, and are therefore more likely to buy your products and services.

There are Internet marketers, who are capable of doing this work for you, but you will need to know that they know how to do this properly, and that they will not do it for your competitors in your local area, after all there are only seven places on Google's first page, and you will want to be one of them, preferably the one at the top of the page, just below the sponsored ads, where some large companies pay to be on this page, which shows in itself the value of this information.

I do hope that this has been some help to you, and that you can see how Business Internet marketing, and Local SEO can help you get onto the first page Google.

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