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Adding Local SEO to your List of SEO Services by [Localmap Seo](#)

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Sometimes, local SEO can be done with only a website containing useful locally optimized content and some back links. However, if you have a large amount of competition your SEO may take some extra work and investment. Local SEO is no longer an optional part of your SEO services. The customers searching for local businesses through search engines are only increasing. Make sure that you are displayed where you need to be.

If you have a local address where you do business, Google Places SEO will be important for your business. These results appear at the top of local Google search results pages with a marker and a Google Map. In some areas you may not have much competition and can just sign up through your Google account and show for local search. But in areas where competition is high will need expert assistance with Google Maps SEO. Regardless, Google Places SEO is the simplest way to get to the top of the listings.

Your website will be another vital piece of your local SEO efforts and must be created to reflect your business as it serves a a first impression for the searcher. You need visitors to like it enough to want to see everything you offer.

A blog can be part of your website or exist on its own. Blog entries can rank for local SEO on their own, but they will also allow you to send links to your pages and other posts.

For local SEO, you will be focusing on keywords for your geographic area. This means you will include your city name, rather than just your business name. Every service and product that you offer will have to be focused on your local area for local SEO. Use the town and the state too. Make sure that your pages and posts are titled using geo targeted keywords for Google Maps SEO.

A Facebook page can be a helpful part of local SEO for many small businesses. Your customers will be happy to know about any information on events and offerings at your business. If you have a continuously changing assortment of products, you can show new products in both your blog and on Facebook. Special offers on Facebook will attract new customers and keep them coming back.

Twitter can also show for local search and is a place where you can offer discounts, limited time product offers and so on. Twitter can also be used to announce specials on your Facebook page or website. Tweet things related to your business and area for local SEO, not too much about you personally.

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