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Local SEO is a term that is being used for a method of optimizing your website for the search engines using the keywords that are targeting people in your area. For example, an organic SEO will probably target "air conditioning service", while Local SEO will target "air conditioning service in Arizona" for the whole state or "air conditioning service in Tucson AZ" for a smaller market. As we go through this article, you will be able to learn more about local search engine optimization and the things that you can get from this service. You will also be able to understand the results that you can get from local SEO and organic SEO.

Why Local SEO?

Organic Small Business SEO targets a larger market; therefore, you will be spending more money for it. If you are a plumber who operates in Sacramento, you don't need your website to appear in search results of people who are looking for a plumber in Europe, right? You only want your website to be more visible to people who are looking for a plumbing service in Sacramento. The broader keyword you target, the more money you spend, and a local plumber will be wasting hundreds of dollars if he won't use local search engine optimization.

Results

The results that you can expect from a local SEO is similar to organic SEO, unless you are an international company that offers different services to people from different countries. A great example of this is a company offering SEO services. As an SEO company, you want to reach as much audience as possible; therefore, you need to target a keyword that is being used by people around the world. By doing this, you will be able to reach more customers and continuously expand your business.

If you are a local business, local search engine optimization is already enough. Since you are only interested with people who are residing within your area of operation, you will reach all your prospects as soon as you reach the first page of a "localized keyword".

The lowest price for an organic SEO is $500, while you can get local SEO for as low as $200. Spending $300 more every month for SEO is a waste of money, since you won't need all the traffic that you will receive. Basically, if you are a Local Business SEO and you use organic SEO, you will be spending money on traffic that won't convert to customers - paying for something that you don't actually need.

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Local Business Geeks Help a Local SEO, a Small Business SEO, a Local Business SEOTo Get Found BY MORE Local Customers, NO Contracts & Guaranteed Results !!

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