Local SEO - a Simple and Effective Start by Jack Perry

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The simplest and easiest thing that a Local SEO can do to pick up their search volume is to improve the local ranking of the website. This can be done with a bit of Local Business SEO. A start can be made with title tags. This appears at the top left corner of the screen. This constitutes the title with which the page was first set up. Certain things can be added in the code of this title tags.

The header code where the details of the title tags are located is called the Meta Tags. The idea here is to replace the commonly used titles of your page such as "home", "services" etc with more relevant terms that will promote your site in search engines. In place of home, you could type in the most common word that best describes your business. Use the term that you would if you were searching for services or products of your kind online. Conduct a similar exercise for all the pages that you have on the site.

So for example if you are working on services related to window replacement, you should use such terms as part of your Small Business SEO efforts. Any additional services or points you would like to highlight can be included in the other pages of the site. What this does is highlight for search engines what service you offer. The more number of times the search engine sees it, the more chances you have of appearing in the first page of the search.

You could also help narrow down searches to your site based on your location. This could also be included in the meta tags and can be very useful in improving the ranking of your site online. This means if you provide window replacement in Atlanta, then you could use terms like window replacement Atlanta.

Title tags are the simplest part of local SEO efforts. Getting them right would be mean that you take the first step in making your company more visible in the online world. You could also begin a blog where you use keywords that are largely related to your business and your offerings. This will drive more traffic to your website and give you a better hold on the potential clients out there.

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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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