Article Side

What is Local SEO? by Jack Perry

Article published on February 29th 2012 | Internet

Let's face it. Not all businesses are set up to market to the world. Many are brick and mortar operations that want to attract customers to their doorstep. Now, more than 80% of searchers find Localized Businesses through the Internet versus the phone book. How can you be sure they're finding your business? This is only achieved through Business Local SEO set up for local clients .

For instance, if you are a bakery, chances are you're trying to attract local clients to your store front. With this, you need certain elements in place to make sure your website is found when someone is seeking a local baker for their son's birthday cake or cupcakes for that special occasion.

Business SEO set up for local clients can be achieved when certain elements are in place on your website.

This includes:

â€¢ Targeting local keywords. If you're targeting broad search terms, chances are your prospects are finding your website worldwide. However, if your business is more localized, then you'll need to narrow your search terms to include targeted keywords. For example, rather than just searching for "birthday cake bakers," your targeted searches will instead include "St. Louis Bakers".

â€¢ Make sure your physical address is on your website. This not only helps your prospects find you, but the search engines as well. Having this in place will help in your searches in business Local SEO set up for local clients . You want this included on each page of your website for the best results.

â€¢ Utilize Google maps to help customers find you. This is a free service and will help your local clients find your location easily. Simply go to Google Maps, then click on "Put your business on Google maps." Click on "List your business." Simply type in your business phone number and" add new listing". At this point, you can add specific details related to your business, including address, business operating hours, videos, and website.

Business Local SEO set up for local clients is going to be the way of the future. If you aren't online and your site isn't optimized for Local Business SEO, you're going to miss large profit margins. In order to grow your website and your business, make sure your Small Business SEO is the best it can be!

Article Source:
http://www.articleside.com/internet-articles/what-is-local-seo.htm - Article Side

Jack Perry - About Author:
Local Business Geeks Help a Local SEO, a Small Business SEO, a Local Business SEO To Get Found BY MORE Local Customers, NO Contracts & Guaranteed Results !!

Article Keywords:

Local SEO, Small Business SEO, Local Business SEO

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!