Local SEO strategies are the best place to start by Jeny Paul

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Search Engine Optimisation has been around for quite a while, and the companies that are just beginning to appreciate the benefits an online presence can give them can be behind their competitors. Businesses that have established websites, particularly when they have been around for an extended period of time, will naturally rank quite highly and hold a deal of authority for their target terms, assuming they have some. If a company with an established site initiates an SEO campaign for the first time, they are likely to see considerable gains in a relatively short period of time due to the authority the site will already hold.

But what about sites that are just being built for the first time? Even for well-known companies, a brand new website will not rank particularly well for the first couple of months, even with a solid search engine optimisation campaign behind it. Massive companies with resources to spare can afford an extensive and intricate SEO strategy, but even then, it will be difficult to rank highly for generic terms at first; it might seem like smaller companies have no chance.

This is where longer tail and local keywords will convey their not inconsiderable benefits. If a locally based company decides the time is right for them to have a website of their own, they will not want to rank for generic terms anyway, regardless of whether it would be nice to see their name up there in the natural search results. For example, if a plumber from North London commissions a website, it is fairly fruitless to rank for a term as simple as Plumber; people the company cannot reach might make enquiries, and will be left disappointed; numbers of people that the plumber cannot possibly accommodate might find the business and again will be disappointed.

A better target in this instance would be Plumber North London, as this ensures that only the people that can make use of the services being offered are making enquiries. Furthermore, it is much less competitive to base a local business around local keywords, and will therefore cost the company much less money to see any kind of results. For a local company, with a clientele made up of people nearby, a relatively small amount of money can be accosted to an SEO strategy in order to see quick gains. After all, if your clientele mostly consists of people nearby, you might not have the money to spend on an expensive SEO campaign anyway.

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For companies who are just building their presence on the web for the first time, it is a good idea to go local; for example, London based companies can save money with local strategies from an a SEO agency London-based, and a a marketing agency London-located too.

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