Article Side

What Differentiates Local SEO from Other Forms of SEO? by Steve B

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Sure, youâ€™ve heard about SEO services, and probably even researched it a little â€“ and the good it ca do for your business, but what comes to your mind when reading about global, international, national, and local SEO â€“ and what separates each from the previous? You likely assign a little slice of thought toward its geographical, physical characteristics at first. I mean, thatâ€™s basically the only real difference between such varieties of SEO services, right?

Actually, youâ€™d be incorrect in this assumption â€“ but only halfway. While local SEO obviously targets more specific, narrower region of the world, this is not to imply that it doesnâ€™t also feature powerful, useful, and practical applications as well. Just because local SEO has a smaller part of the world to conquer than other forms of the discipline, doesnâ€™t mean it has a smaller, weaker, or otherwise inferior set of practices â€“ only that it focuses more on oneâ€™s nearby demographic. In fact, local SEO can be proportionally much more potent than its trans-regional relatives, due to one of local SEOâ€™s defining characteristics: the location-specific modifier in long-tail search queries.

To demonstrate the power of Local SEO firsthand, letâ€™s say that you perform a Google search using a computer whose IP address is untraceable and, therefore, Google will not â€“ by default as it so commonly does â€“ serve up local results according to your world location. If you were to enter the search term, â€œlumber supplyâ€• into the engine and the search results were displayed, there would be far more listings than you could ever read in your lifetime; thus, the competition for such a key phrase at the global level would be tough.

If, however, you entered, â€œlumber supply nashvilletennesseeâ€• from this hypothetical IP-less computer how many results would you get then? Even if there are several hundred lumber supply companies in or around Nashville, the competition for that long-tail key phrase (including a location-specific modifier, like the name of a city) would be less intimidating and far more achievable than what global SEO deals with.

This is the fundamental difference between local SEO and other varieties. In essence, local SEO is easier since there are fewer industry competitors, cheaper since thereâ€™s less keyword competition, and more efficient for small business because theyâ€™re not marketing to a global audience. The ease, convenience, and efficacy of local SEO â€“ especially when contrasted with global â€“ speak for themselves.

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Steve B - About Author:
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