

## 2 Simple Tips For Better Local Search Results

My business targets local customers. I do not run a global business. My target population is among 5 towns with a total population of approximately 400,000 people.

One of the challenges I've largely overcome during the last year is optimizing my business' websites to rank very well for local searches – especially when targeting more than one town.

If you target one town, it's not too difficult to target your entire website to that town. However, when targeting several towns or cities, then a little more thought must go into it.

The following are 2 simple techniques that work very well for my business website to rank well for 5 different towns.

### **Tip #1:**

**Place all towns you target in your website footer.**

In addition to placing my entire primary address in my website footer, I also set out the phrase:

“YOUR BUSINESS TYPE serving TOWN 1, TOWN 2, TOWN 3, TOWN 4, TOWN 5 ... and all of STATE/PROVINCE”

### **Tip #2:**

**Target 1 or 2 Towns in many individual Web Pages of your website(s)**

Target your primary 1 or 2 towns/cities on your home page. Then on many other pages, be sure you target as a keyword other towns.

Don't forget to target another keyword relevant to your business on each page as well. Targeting only a geographical keyword isn't much

help. Your target town should be linked with your business service keyword.

## **How to target keywords in a web page?**

### **This is on-site optimization:**

1. Include your keyword and target town in the title (and meta title).
2. Include your keyword and target town in heading tags (h1, h2, h3) in various formats.
3. Include your keyword and target town in that web page's meta description.
4. Get some inbound links to that page with anchor text that includes the town name.
5. Include your keyword and target town in the content on that Web page.
6. Ensure you have at least 300 words of content (I usually shoot for 400 to 1,000 words of content on any web page I'm optimizing).

### **Example Using a Law Firm**

PAGE TITLE: We Are Leading Tacoma Car Accident Lawyers for 30 years.

META TITLE: Leading Tacoma Car Accident Lawyers with 30 Years' Experience

SUB TITLE (h1 or h2 tag): Injury Lawyers Serving Tacoma, Washington

**META DESCRIPTION:** We are leading Tacoma car accident lawyers who offer a free, no obligation consultation – call us toll free at 555.555.5555 today.

**KEYWORDS:** “Tacoma” and “Car Accident Lawyers”

Why include “Injury” in the sub title?

Because “Injury” is a related term. It’s more natural to include related terms on a Web page. You might even rank for it unintentionally.

Try to add related terms in your content. It’s more natural.

### **KEYWORD NOTE:**

I make it a practice to target only one keyword plus a geographical location per web page. Some websites try to target several keywords on a web page. I prefer to create another web page to target another keyword.

The key is adding a lot of web pages, each targeting a town and keyword. I target the same town in conjunction with different keywords throughout my site. In other words, don’t stop with one web page.

For example, using the law firm business, other pages could target:

- “Tacoma” and “Personal Injury Attorney”
- “Seattle” and “Whiplash lawyer”
- “Washington” and “Personal Injury Attorneys”

The number of keywords in combination with towns will be many. Create a list of 20 or 30 to start, and then create great content that targets those keywords.

For a lot more free information, check out my free [Small Business Marketing Guide](#) that is published entirely online.

In this guide I explain how you can build a fleet of websites to capture even more targeted traffic – with step-by-step tutorials.

Thanks for requesting this report. I hope you find it useful.

*Results may vary. Requesting and using this report does not guarantee results. Every business and industry is unique. I'm simply reporting to you what worked for my small business.*