



AUDIENCE POLL

How complete is your Google My Business profile?

- Ummm... what's that?
- I haven't set it up yet.
- 50% to 65%
- 65% to 80%
- 80% or higher

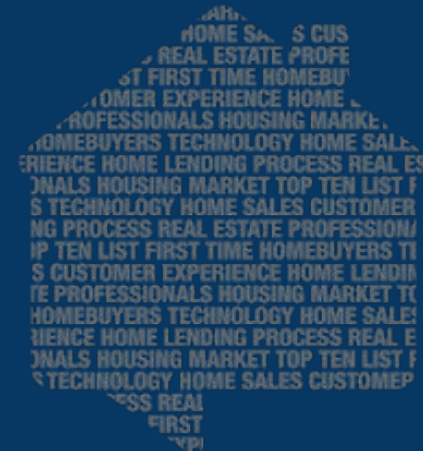


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MAY 2019



TAKE SEO BEYOND THE BASICS

Hosted by: Jim Marks & Ryan Rockwood

WHAT'S TRENDING NOW



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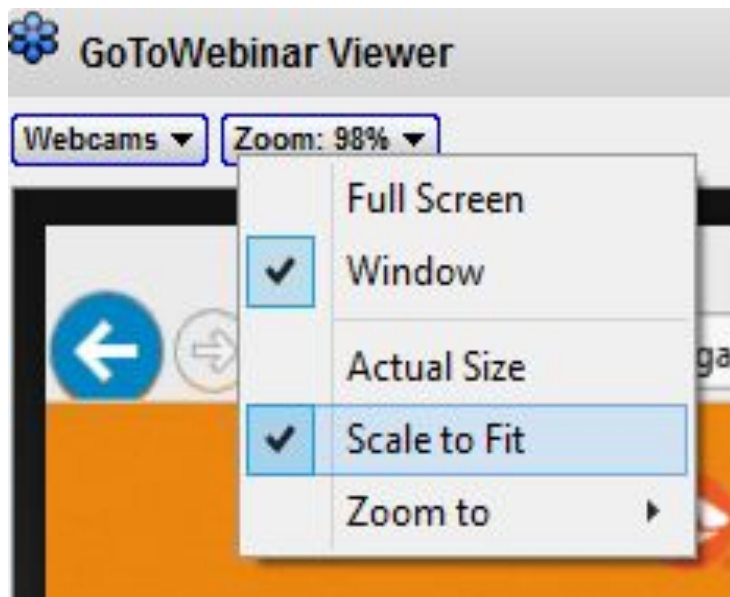
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1) **YOU ARE MUTED FOR THE DURATION OF THE WEBINAR**

to eliminate noise interference and minimize presentation interruptions. As much as we would love to open the webinar up to discussion, there are too many people to do so effectively.



2) **THIS WEBINAR WILL LAST 60 MINUTES**

Our goal is to complete our presentation within 50-55 minutes and open up the last 5-10 minutes for questions



3) **THIS WEBINAR IS BEING RECORDED**

PNC Bank will post the recording on their website (custom link to be given at the end of the webinar)

IMPORTANT HOUSEKEEPING



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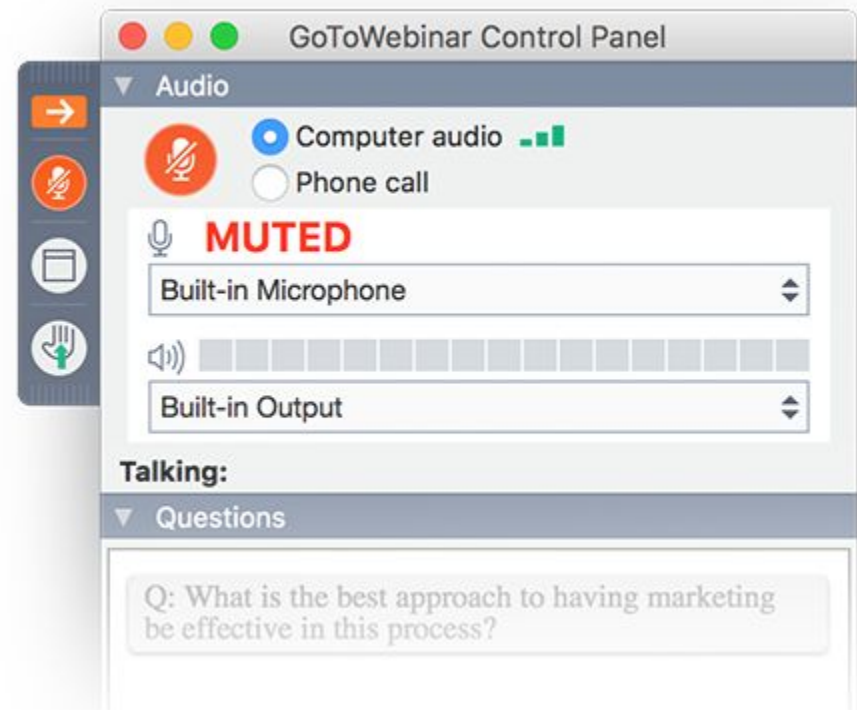


HAVE QUESTIONS? Not A Problem!

Locate the Questions
Panel.

You CAN type a question in
your control panel.

We will do our best to
answer it.



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If we teach it on this webinar series, it's been



Tried



Tested



Approved



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AUDIENCE POLL

Poll Results



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What's Trending Now



WHAT'S TRENDING NOW

WHAT THIS WEBINAR WILL COVER:

- 1) LOCAL SEO DEFINED
- 2) GOOGLE MY BUSINESS
- 3) REVIEWS
- 4) LOCAL CONTENT
- 5) BACKLINKS & CITATIONS



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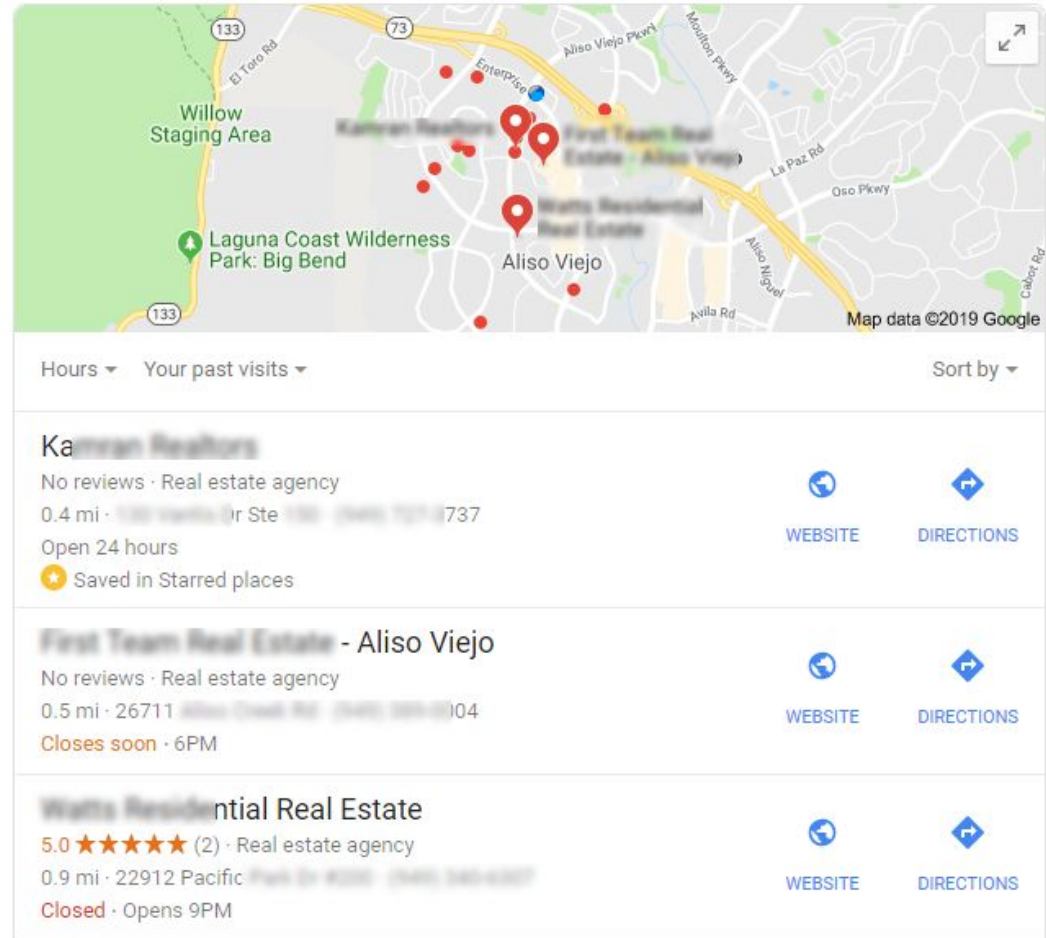
WHAT'S TRENDING NOW

WHAT IS LOCAL SEO?

Short answer:

Results that appear
alongside Google Maps®.

Results that help users
find businesses *offline*.



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WHAT IS LOCAL SEO

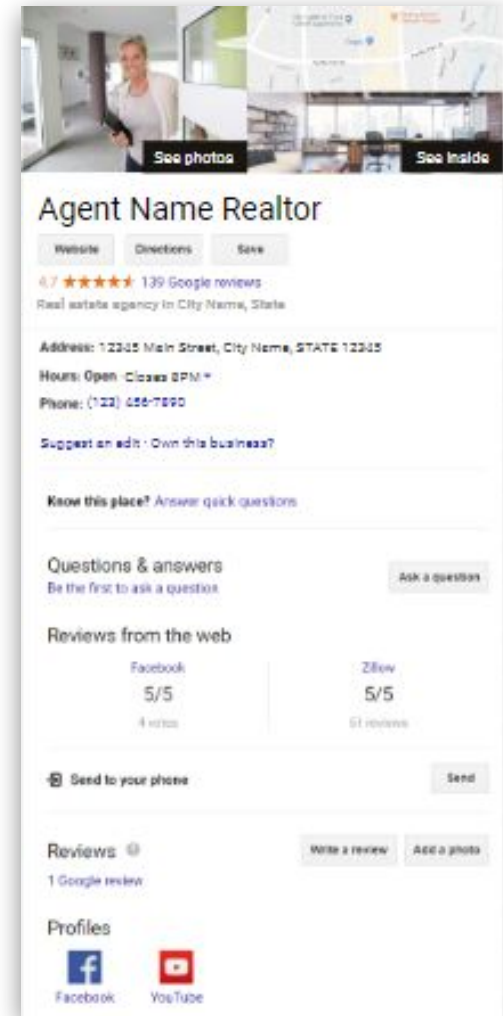
"Your.Name Realtor"

Your.Town Realtor(s)

Your.Town Real Estate Brokerage

Realty Near Me

Closest Real Estate Broker



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WHAT IS NOT LOCAL SEO

SEO

Aliso Viejo, CA Real Estate & Homes For Sale | [Redacted]
[https://www.\[Redacted\]](https://www.[Redacted]) > United States > California > Aliso Viejo ▼
Results 1 - 30 of 232 - 232 Homes For Sale in Aliso Viejo, CA. Browse photos, see new properties, get open house info, and research neighborhoods on [Redacted].

Homes for Sale in Aliso Viejo CA — Aliso Viejo Real Estate — [Redacted]
[https://www.\[Redacted\]](https://www.[Redacted]) > Homes For Sale > CA ▼
See homes for sale in Aliso Viejo, CA. Search Aliso Viejo, CA MLS listings, view photos, compare schools and find Aliso Viejo, CA real estate agents.
h2: 7 [Redacted] · h2: [Redacted] · h2: 68 [Redacted] · h2: [Redacted]

Aliso Viejo, CA Homes For Sale - [Redacted]
[https://www.\[Redacted\]](https://www.[Redacted]) > Homes For Sale > CA ▼
See the Homes For Sale in Aliso Viejo and get a head start viewing open houses. Browse our other Homes For Sale in California at [Redacted].

294 Aliso Viejo Homes for Sale - Aliso Viejo CA Real Estate - [Redacted]
[https://www.\[Redacted\]](https://www.[Redacted]) ▼
Results 1 - 50 of 294 - Aliso Viejo homes for sale range from \$156K - \$1.98M with the avg price of a 2-bed single family home of \$-. Aliso Viejo CA real estate ...

PPC

Santa Monica CA Homes For Sale | Explore Homes On [Redacted] | [Redacted]
Ad [www.\[Redacted\].com/](http://www.[Redacted].com/) ▼
Browse Santa Monica CA homes for sale. View home details, photos & more! Save Your Search Filters. Alerts For New Listings. Search By School Area. Millions Of Home Listings. See Video Walkthroughs. Free Mortgage Calculator. Homes For Sale Near You. Types: Homes, Townhouses.

Homes for Sale Filter by Price, Size and More. Find Your Home on [Redacted] w Today.	Open Houses In Your Area Search Open Houses By Neighborhood. Find Your Next Home Using [Redacted]
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#1 Santa Monica RE Agent | [Redacted] - [Redacted]
Ad [www.\[Redacted\].com/](http://www.[Redacted].com/) ▼
Search Luxury Santa Monica Homes for Sale From \$500k to over \$15m. The SM Expert. Comprehensive Features. Save Money. Get A Free Consultation. Highlights: Save Time & Money, Free Personal One On One Consultation Available.
Search Homes With [Redacted] · Ask [Redacted] Your Home Value · Why List With [Redacted] ? · [Redacted]

Santa Monica Homes For Sale | All Listings. Easy to Search.
Ad [www.\[Redacted\].com/](http://www.[Redacted].com/) ▼
Register today and access the same MLS database Realtors do. Free & No ads. Most Accurate Data.



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EVOLUTION OF LOCAL SEO

	FIRST	AND THEN	TODAY
Google My Business listing (optimized)			
More citations than competition			
Website content and structure			
Organic Ranking for your Website improve results			
GMB Features: Posts, Reviews, Images			
Website Structure / Ranking Factors			
Reviews			



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LATEST LOCAL SEO STATISTICS



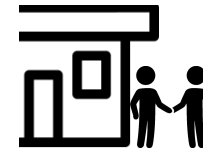
46%

Of searches on Google are seeking local information.



97%

searched online to find a local business



50%

Of near-me searches result in store/office visit.

Local SEO is affected by a number of ranking factors. The strongest signals are: Google My Business, Links, Reviews, On-Page, and Citations. Let's dig in.



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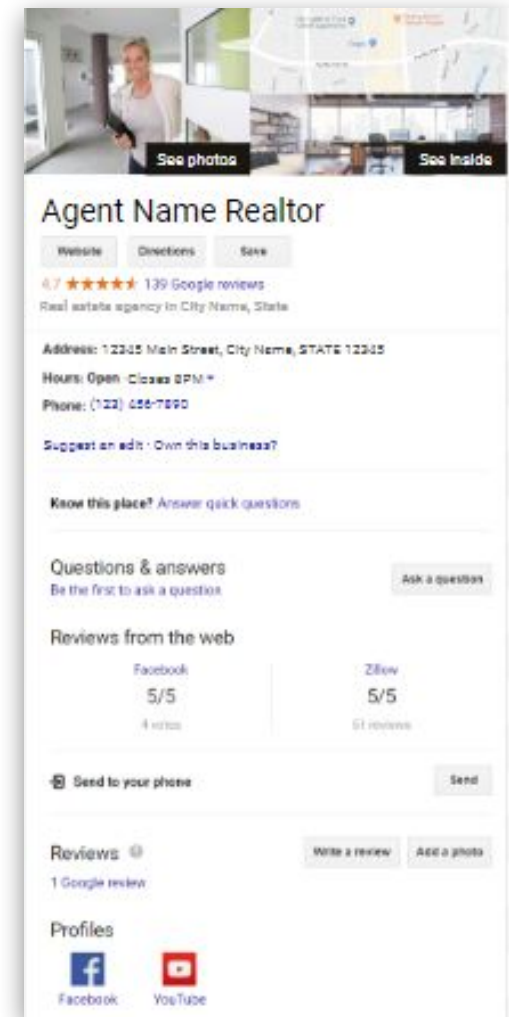
GOOGLE MY BUSINESS®

Free business profile platform offered by Google®.

Business owners are able to provide business details for local searches.

Feeds into Google Maps and the Local Pack to help you rank locally.

Creates business listing on Google SERPs (search engine results pages).



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WHAT'S TRENDING NOW

GMB SETUP & VERIFICATION

Since you have the option to either claim a business listing or create one, start by completing a search for yourself on Google AND in Google Maps for a preexisting knowledge panel or listing. While it may be easier to create one of your own, duplicate listings should be avoided if at all possible.

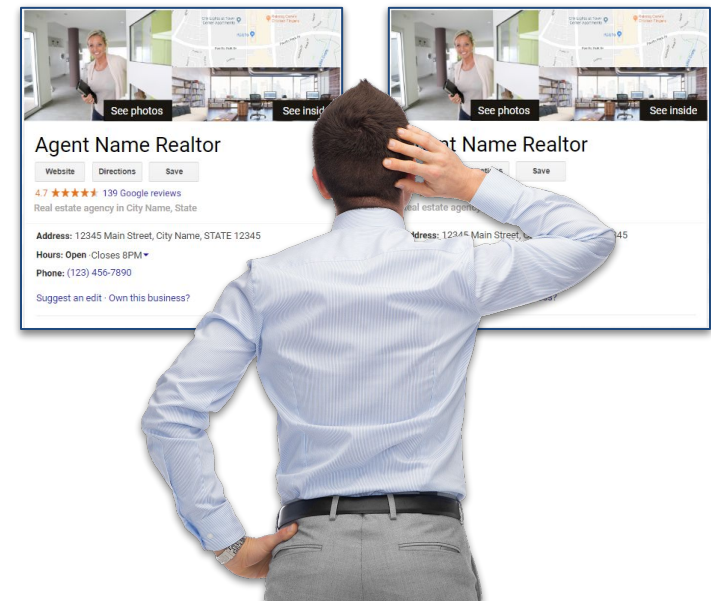
Complete the following searches on Google and Google Maps:

“Business Name” + “City”

“Your Name” + “Realtor”

“Phone Number”

“Business Address”



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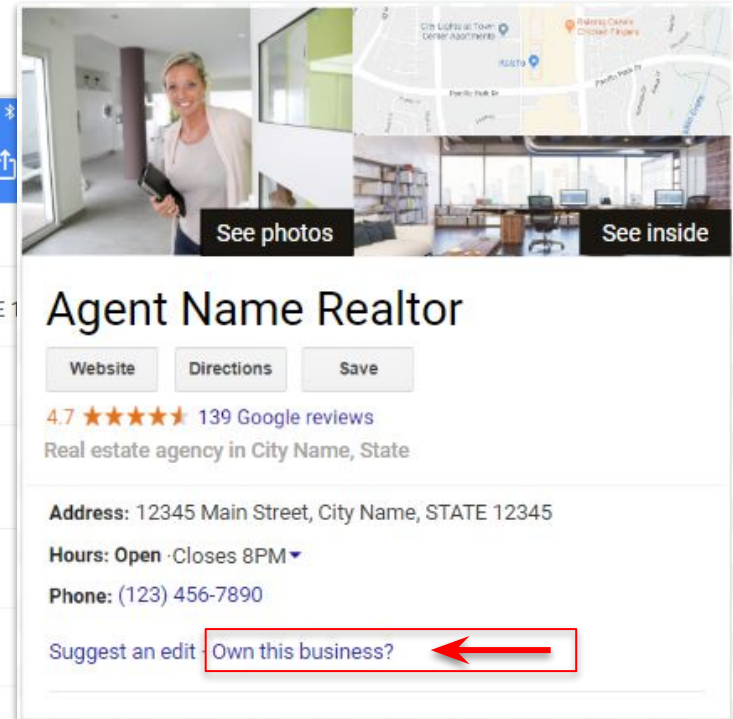
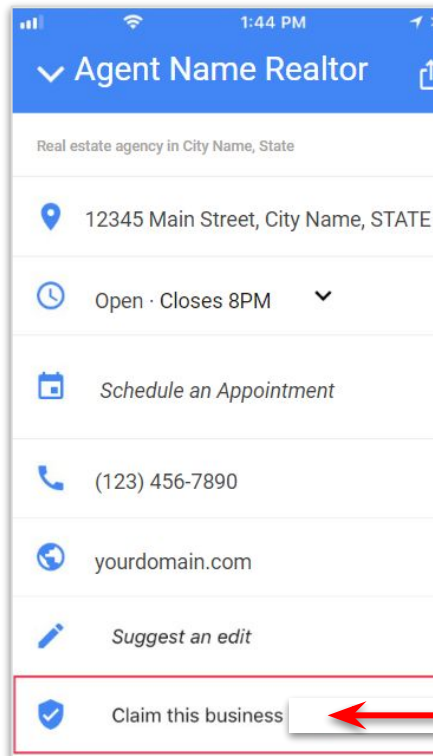
WHAT'S TRENDING NOW

GMB SETUP & VERIFICATION

Claiming an existing business listing can take 7-10 business days. You will receive a letter.

Controlling your business data is priority. However, besides the benefit of avoiding duplicate listings, there are several features that you can access once you own a verified listing.

An unverified listing prevents your access to create posts, respond to review, answer FAQs, and messaging.



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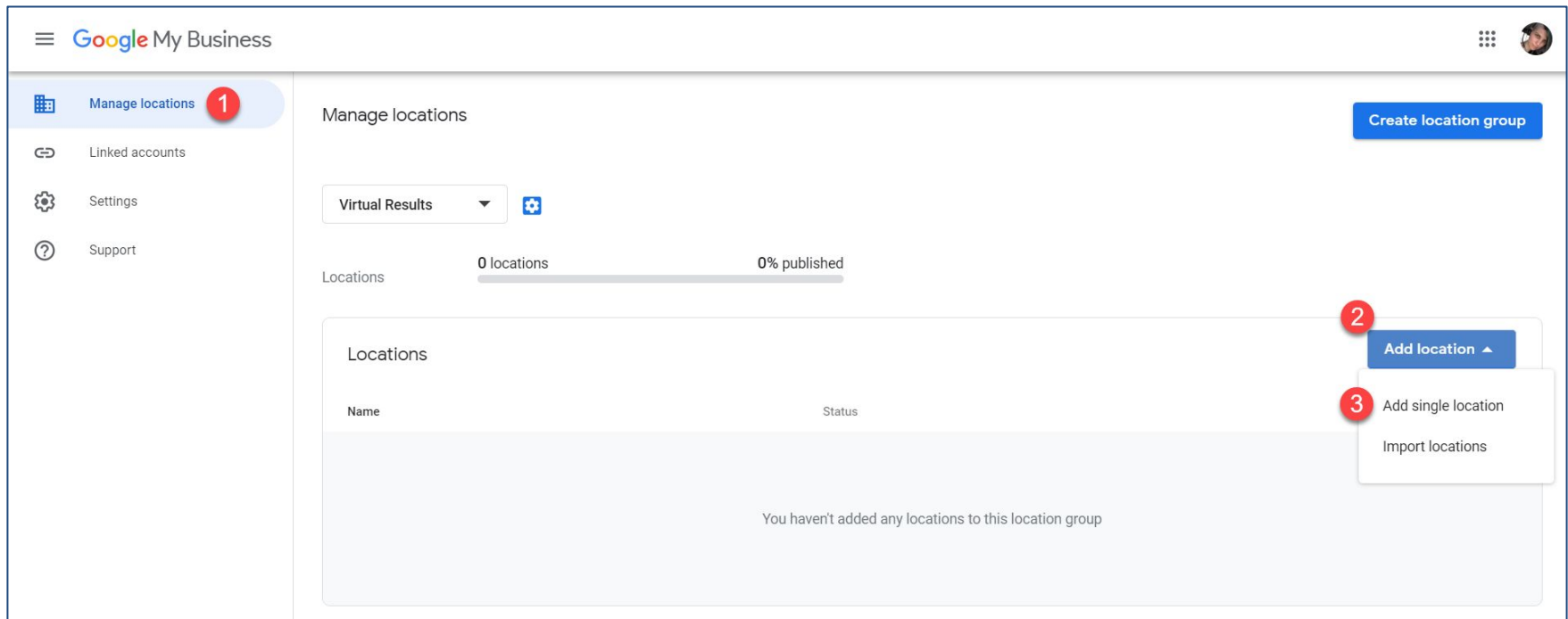


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GMB SETUP & VERIFICATION

If no listing exists, you can create one! Here's how:
Business.google.com > Add Location > Add Single Location



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What's the name of your business?

 Business name

By continuing you agree to the following [Terms of Service](#) and [Privacy Policy](#)

Next

1

Do you want to add a location customers can visit, like a store or office?

This location will show up on Google Maps and Search when customers are looking for your business

☒ Yes

☐ No

Next

2



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Business Address

What's the address?

United States ▼

Street address

City

State ▼ ZIP code

Next

3

Is this your business?

It looks like your business might already have a listing on Google Search or Maps. If you see your business below, select it, and we'll help improve your listing.

☐ Will most likely display your brokerage.

☐ This doesn't match

Next

4

Use a precise, accurate address. Avoid P.O. Boxes or remote mailboxes.



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Service Area

Do you also serve customers outside this location?

For example, if you visit or deliver to your customers, you can let them know where you are willing to go

☒ Yes, I also serve them outside my location

☐ No, I don't

Next

5

Add the areas you serve (optional)

You can list your service areas below. They will show up on your listing and help bring relevant customers.

Search and select areas



Westminster, London

You can change and add more later

Next

6

Specify your service area by region, city, or ZIP code. This is critical.



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Category

Choose the category that fits your business best

This helps customers find you if they are looking for a business like yours. [Learn more](#)

Business category

You can change and add more later

Next

7

← Choose the category that fits your business best

This helps customers find you if they are looking for a business like yours. [Learn more](#)

Business category

Real Estate |

- Real estate fair
- Real estate agency
- Real estate agents
- Real estate school
- Real estate attorney
- Real estate surveyor
- Real Estate Appraiser
- Real estate developer
- Real estate auctioneer
- Real estate consultant
- Real estate rental agency
- Commercial real estate agency
- Industrial real estate agency
- Commercial Real Estate Inspector

8

Choose a category that describes your core business and also matches the commonly used search terms (i.e. real estate agent near me). You must choose one category during setup, but can add more later.



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Contact Information

What contact details do you want to show to customers?

Help customers get in touch by including this info on your listing (optional)

- ☐ I don't need a website
- ☐ Get a free website based on your info.
[See details](#)

Next

9

Finish and verify this business

To manage your listing, you'll need to verify your connection with this business. What you'll get with verification:

- ✓ Allow new customers to find you on Google Search & Maps
- ✓ Promote your business with photos and posts
- ✓ Track business analytics to understand your customers
- ✓ Respond to customer reviews

Finish

10

Use a local phone number and a website URL (not a Facebook Profile) that contains similar content and keywords to your description and selected category.



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Choose a way to verify

In order to fully manage and represent this business on Google, you'll need to confirm that it's yours.

Select how you'd like to get a verification code. [Learn more](#)



Get your code at this number now by automated call (standard rates apply)

Call



None of these work for me

Explore slower options

Enter the code

Enter the 6-digit verification code from the voice message sent to (888) 997-3785



Enter code

Verify

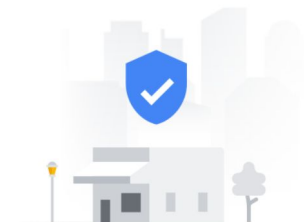
Having problems?

[Call again](#)

[Change method](#)

You're now verified

The account [\[Business Name\]](#) is now authorized to manage [\[Business Name\]](#) on Google



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[Get started](#)



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WHAT'S TRENDING NOW

GMB SETUP & VERIFICATION

The GMB Dashboard

The screenshot shows the Google My Business dashboard. At the top, there's a navigation bar with the Google My Business logo, a search bar for locations, and a user profile icon. The left sidebar contains a menu with options: Home (selected), Posts, Info, Insights, Reviews, Messaging, Photos, Website, Users, Create an ad, and Get custom Gmail. The main content area is divided into several sections. At the top, there are three buttons: 'Create post', 'Add photo', and 'Create ad'. Below these, a 'Complete your listing' section shows a progress bar at 50% and lists tasks: 'Add hours', 'Add description', and 'Add logo', each with a plus icon. To the right, a 'Pending' box states that the business is verified but listings may be reviewed for quality and can take up to 3 days to be published, with a 'Learn more' link. Below this, a 'Businesses like yours are posting!' section features a post from 'Laguna Coast Real Estate' about a duplex, with a photo of a sunset over the ocean. At the bottom, a 'Latest customer photos' section shows 'No new photos. All caught up!' with a 'Manage photos' button. A final section at the bottom right offers 'Get full access to your Business Profile' with the promise of instant alerts when customers leave reviews.



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ESSENTIAL FEATURES: NAP

NAP (Name, Address, Phone Number)

It's critical that your NAP be consistent on every website/directory you are listed on. This doesn't just refer to the data itself, but the format, as well. Here are our recommendations.

NAME

If it's possible to include your selected category without it looking spammy, you should.

FORMAT:

Your Name

Your Name, Realtor

Your Name Real Estate

ADDRESS

Use a local and valid address
(Avoid using a P.O. Box).

FORMAT:

Spell-out v Abbreviate - Decide!

Street Type (St, Ave, Blvd)

Unit Type (Ste. Unit, #)

State Name

PHONE NUMBER

Use a local number. Avoid call center or national numbers, if possible.

FORMAT:

888-997-3785

888.997.3785

(888) 997-3785



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ESSENTIAL FEATURES: DESCRIPTION

Description

This is something Google reviews and can reject, so you need to make sure to do it right. In less than 750 characters, describe what you do and where you do it. You want to include your category and your location without resorting to keyword stuffing. Do not add links, but phone numbers and addresses are okay, though unnecessary.

Sample:

Agent Name Real Estate is a real estate agency serving Laguna Beach, CA. Specializing in luxury homes and condominiums for 27 years, this team of highly trained real estate professionals can help anyone looking to buy or sell their home.

View Google My Business Guideline: <https://support.google.com/business/answer/3038177#description>



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WHAT'S TRENDING NOW

ESSENTIAL FEATURES: PHOTOS/VIDEOS

- Geotag your photos
- Name photos with your selected category + location
- Don't use stock images or use overly fancy pictures. Day-to-day, smartphone photos are better.
- Update photos monthly. Keep them current.

The screenshot displays a user interface for setting up a business profile. At the top, there is a navigation bar with tabs: Overview (selected), Video, Interior, Exterior, At work, Team, and Identity. Below the navigation bar, there are four main sections, each with a representative image and a description:

- Logo:** The image shows a logo for "Glück und Selig CAFE". The text below reads: "Your logo is used to show your identity when you post a photo or reply to a review." There is a blue button labeled "Choose photo".
- Cover:** The image shows a stylized blue city skyline. The text below reads: "Your cover photo should showcase the personality of your business. It is your preferred photo to be shown on your listing in Search and Maps." There is a blue button labeled "Choose photo".
- Video:** The image shows a blurred video frame of a person in a kitchen. The text below reads: "Use a video to tell the story of your business and what makes it unique." There is a blue button labeled "Add videos".
- Interior:** The image shows a restaurant interior with a large painting on the wall. The text below reads: "Showcase the look and feel of your business with interior photos." There is a blue button labeled "Add photos".

A right arrow button is visible to the right of the Interior section.



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ESSENTIAL FEATURES: LINKS

- Add your website URL to direct traffic to your site.
Add an appointment URL to generate leads.
- Make sure your landing page contains content relevant to the selected category.

The screenshot shows a modal window titled "URLs" with the instruction: "Enter URLs to improve business info. Only enter URLs with live websites." There are two input fields: "Website" with the value "https://virtualresults.com" and "Appointment URL" with the value "https://calendly.com/virtualresults". At the bottom right are "Cancel" and "Apply" buttons. A "Please note" section at the bottom states: "Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)".



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ESSENTIAL FEATURES: SERVICES

The screenshot shows the Google My Business dashboard. On the left is a sidebar with navigation options: Home, Posts, Info (selected), Insights, and Reviews. The main area displays business information: a phone number (888) 997-3785, a website URL (https://virtualresults.com/), and an appointment URL (https://calendly.com/virtualresults). The 'Services' section is highlighted with a red rectangular box, showing the text 'Services' and 'Add or edit items'.

- Use Service Sections.
- Make sure you have content on your site to support the services listed in your GMB Profile.

The 'Add section' dialog box is shown. It has a 'Section name' field with the text 'STAGING SERVICES'. Below this is a line of examples: 'Examples: Massages, Facials, Haircuts, Golf lessons, Tax services'. To the right of the examples is a character count '16 / 140'. Below the examples is an 'Add item' section with the instruction 'Enter at least one item per section. You can add more later'. This section contains two input fields: 'Item name' with the text 'Vacant Home Staging' and 'Item price (USD)'. Below these fields is an 'Item description' field. To the right of the description field is a character count '0 / 1,000'. At the bottom right of the dialog are two buttons: 'Cancel' and 'Add'.



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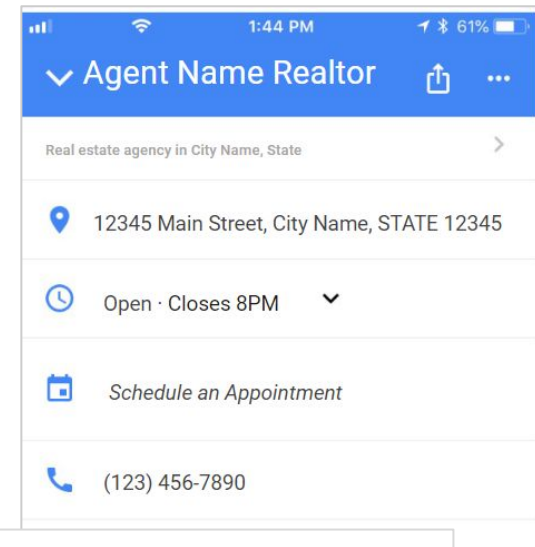


WHAT'S TRENDING NOW

ESSENTIAL FEATURES: HOURS

While seemingly an insignificant element, doing this better than your local competitors can actually bring you leads.

- Complete an audit of the hours of your local competitors, as displayed on their knowledge panel.
- Set your hours to offer more availability (if feasible).
- Make sure you are **ACTUALLY** available during the hours posted.



A table showing the hours of operation for each day of the week. The table has two columns: the day of the week and the hours. A clock icon is in the top left corner, and a pencil icon is in the top right corner, indicating that the hours can be edited.

Sunday	Closed
Monday	9:00 am–8:00 pm
Tuesday	9:00 am–8:00 pm
Wednesday	9:00 am–8:00 pm
Thursday	9:00 am–8:00 pm
Friday	9:00 am–8:00 pm
Saturday	9:00 am–8:00 pm



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WHAT'S TRENDING NOW

ESSENTIAL FEATURES: POSTS

This form of microposting provide an opportunity to add value content on your knowledge panel and grab clicks you might not normally get. They are an effective way to drive traffic.

- Home Valuation
- Real Estate News/Market Updates
- Open House Announcements
- First Time Home Buyer Consultation/Ebook
- Local News & Events
- Latest Home for Sale In SERVICE AREA NAME]
- 30-Second Video Tutorials or Promos

TIPS:

Keep your posts under 500 words, even though the limit is 1500. With the exception of event posts, all posts last 7 days, so keep posting!

Add Update Add Event Add Offer Add Product

Write your post

Open House This Sunday!
Apr 27, 1:00 PM - Apr 27, 5:00 PM

Look no further...welcome to your new luxury home in Shaws Cove, Laguna Beach, CA. This beachfront property boasts spectacular sunset views of Catalina and San Clemente Island. Masterfully redesigned, this home exudes the finest finishes one expects to find in a property of this caliber. Come get a taste of what your life would be like living in this beautiful luxury home.

Learn more

Create your first post



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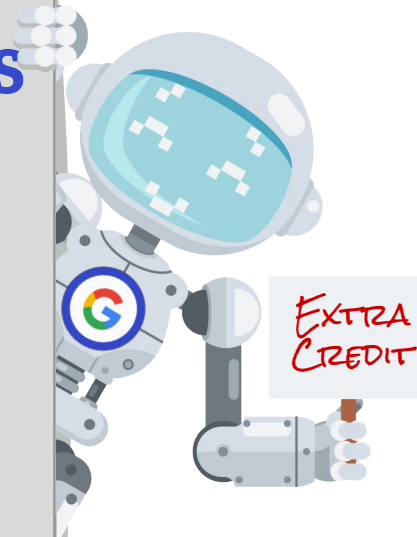




ESSENTIAL FEATURES: ADVANCED USERS

SET UP THESE FEATURES

Build Your FAQ
Set Up Messenger
Start Analytics
Reporting



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TOP RANKING FACTORS FOR GMB PROFILE

1. Proximity of Address to the Point of Search
(Distance from Searcher to Business)
2. Proper Category Associations
3. Physical Address in City of Search
4. Category Keyword in Your GMB Business Title
5. Location Keyword in Your GMB Business Title
6. Completeness of GMB Profile
7. GMB Landing Page (to your site)



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REVIEWS: WHY ARE THEY SO IMPORTANT?

TO START, FOCUS ON THE BIG THREE.



Reviews are everywhere now (exploding on search engine results pages within the last 5 years), but they are still a competitive factor in local search results. They can result in a higher engagement rate, a higher click-through rate and leads. We are also seeing evidence that keywords found **WITHIN** reviews are becoming a ranking factor, as well. As of November of 2018, Google Maps now includes clickable hashtags within reviews. Pay attention to **QUALITY**, **VELOCITY** and **DIVERSITY**.



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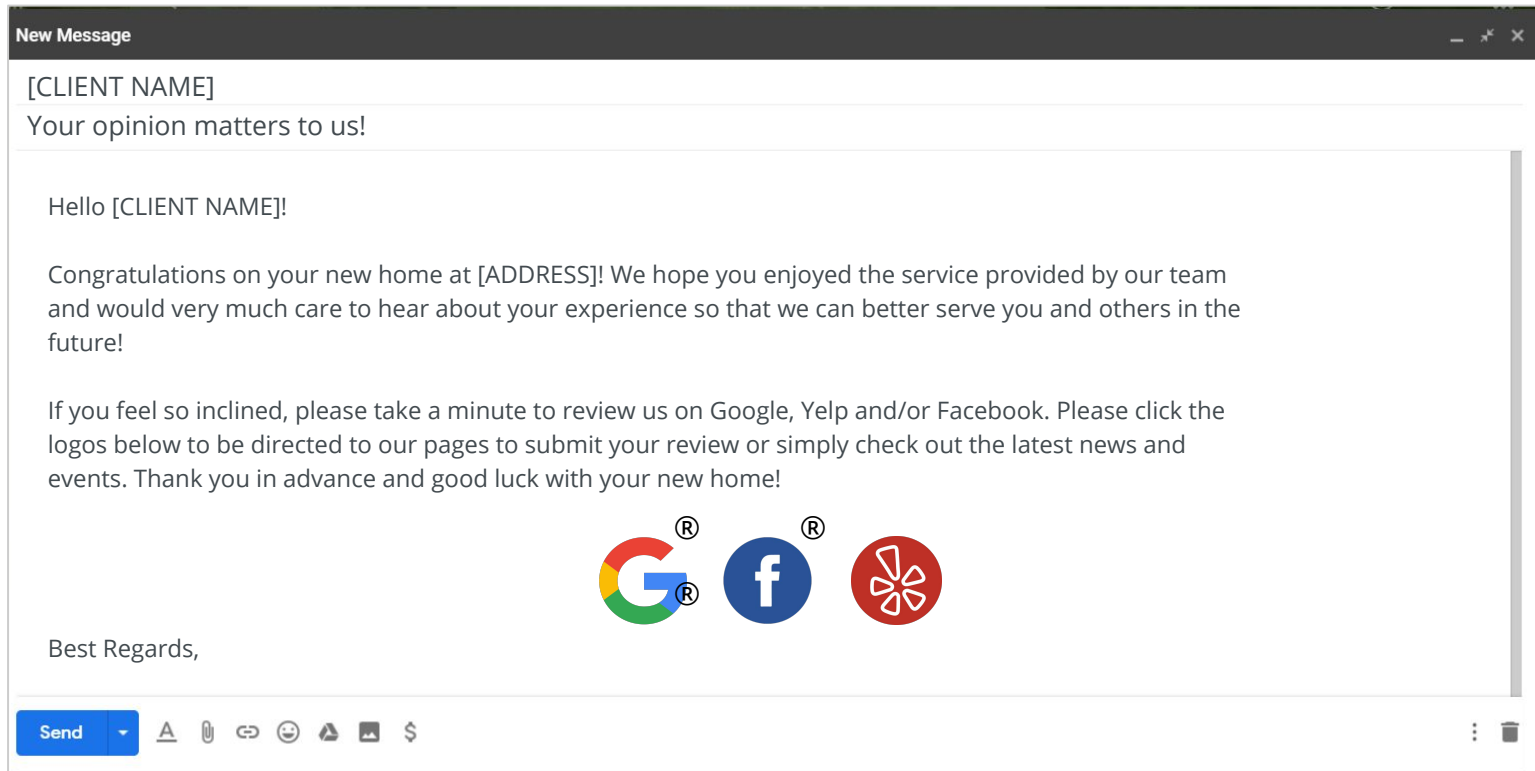
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REVIEWS: YOU HAVE TO ASK FOR THEM



Please review the policies for each social network, so as to remain in compliance.



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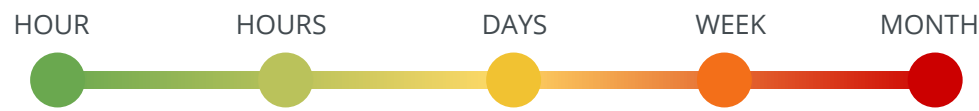


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WHAT'S TRENDING NOW

REVIEWS: YOU HAVE TO RESPOND



BE TIMELY

Best response time for reviews is less than **ONE DAY**, although surveys suggest that most clients expect a response back within 3 days.

People frequently use review sites to vent their frustrations. Reputation is critical so respond to every review, good or bad. In fact, thoughtful responses can win back clients.

RESPOND TO EVERYONE



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ON-SITE FACTORS

1. Prominently Placed NAP
2. Important keywords in Titles, Tags & Content
3. External Links
4. Domain Age (Ownership)
5. Size of Website
6. Frequency of updates
7. Quality of Content/Keywords



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BUILDING QUALITY LOCAL LINKS & BACKLINKS

Getting local links can be a competitive difference maker because they can be so hard to get, very few people spend the time necessary to do it. If you do this, it can really move the needle. But it takes work. Here are a few suggestions to get local links to your site.

1. Alternative Press/Weekly Website
2. Interview local community leaders/members on your blog
3. Invest in local Charities
 - i. Sponsor (*money*): exchange money for a link to your site.
 - ii. Serve (*time*): talk about your community service on social media and in your site blog.
4. Find local influencers & partnership opportunities.



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THE DIRECTORIES



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CITATIONS CHECKLIST

You need THE EXACT SAME NAP across ALL DIRECTORIES, LOCAL & NATIONAL!

- | | |
|---|---|
| <input type="checkbox"/> Yelp | <input type="checkbox"/> City Search |
| <input type="checkbox"/> Google Places for Business | <input type="checkbox"/> <u>Local.com</u> |
| <input type="checkbox"/> Yahoo Business | <input type="checkbox"/> FourSquare |
| <input type="checkbox"/> Bing | <input type="checkbox"/> Zillow |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> <u>Realtor.com</u> |
| <input type="checkbox"/> Better Business Bureau | <input type="checkbox"/> Trulia |
| <input type="checkbox"/> Angie's List | <input type="checkbox"/> LoopNet |
| <input type="checkbox"/> Merchant Circle | <input type="checkbox"/> HotPads |
| <input type="checkbox"/> LinkedIn | <input type="checkbox"/> <u>Homes.com</u> |
| <input type="checkbox"/> <u>YP.com</u> | <input type="checkbox"/> Movoto |
| <input type="checkbox"/> Whitepages | <input type="checkbox"/> <u>ask.com</u> |
| <input type="checkbox"/> SuperPages | <input type="checkbox"/> Homes and Land |
| <input type="checkbox"/> Yellow Book | |



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CITATIONS RESOURCES

<https://moz.com/local/search>



1

Check listing

2

Analyze

3

Review

4

Choose package

5

Sign up

Can your customers find you online?

Check your listings on Google, Bing, and other local search engines.

Check my Listing



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CITATIONS RESOURCES

<https://whitespark.ca/best-citations-by-category/us/real-estate-agencies/>

whitespark®				Tools	Services	Resources	Blog	About Us	Contact	Log in
Best Citations For Real Estate Agencies										
C	YP		www.yellowpages.com							
C	Z		www.zillow.com							
C	T		www.trulia.com							
C	Y		www.yelp.com							
C	A		www.angieslist.com							
C	L		www.loopnet.com							
C	H		www.homes.com							
C	LI		www.linkedin.com							
Best All Site Types For Real Estate Agencies										
A	R		www.realtor.com							
A	YP		www.yellowpages.com							
A	Z		www.zillow.com							
A	T		www.trulia.com							
A	R		www.remax.com							
A	Y		www.yelp.com							
A	C		www.century21.com							
A	A		www.angieslist.com							
Best Brands For Real Estate Agencies										
B	R		www.remax.com							
B	C		www.century21.com							
B	C		www.coldwellbanker.com							
B	C		www.coldwellbankerhomes.com							
B	R		www.redfin.com							
B	K		www.kw.com							
B	W		www.weichert.com							
B	C		www.cbre.com							



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CITATIONS RESOURCES





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[f](#) 18 [t](#) [in](#) < 18 SHARES

The Best Citations by City for Houston, TX in the United States



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Go to City:



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<https://yoast.com/what-is-local-seo>

(Local SEO Basics)

<https://kb.yoast.com/kb/configuration-guide-for-local-seo>

(for WP sites)



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SO, ARE YOU READY TO IMPLEMENT THIS STRATEGY?



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**WHAT'S
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Each will teach ONE KEY strategy that:

- Drives Traffic
- Creates Conversion
- Retains Sphere
- Creates REAL Business

Questions or Comments?
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