

# LocalAdAdvice.com

Presents

## How to Get Your Business To the Top of Google and Yahoo's Local Search

Daniel G. Firth

# Introduction

I have two numbers and two percentages to share with you

**106 million** - The number of websites on the internet

**109 million** - The number of searches for local businesses every month

**54%** of Americans do not use printed yellow pages; they rely on the Internet

**55%** of all Internet search engine references are for locally sold products and services

If those numbers do not impress the importance of making sure that your business can be easily found on the internet I do not know what will.

Two of the big three search engines have recently incorporated local search results into their “normal” organic results. What this means is that if you follow my advice your business listing can be the first thing a potential customer sees when they are **looking for your business online**.

The good news with local results is that you are **only competing against other local customers; not the entire internet**. With that in mind this guide is not meant to be completely exhaustive. It is meant to walk you through in a step by step way what you need to do to outrank your local competitors.

If you are a not a “geek” or very technical there is not need to worry. **Everything is spelled out very clearly with text and pictures**.

I sincerely appreciate any feedback whether it be positive or negative. I can be reached at [Danny@LocalAdAdvice.com](mailto:Danny@LocalAdAdvice.com)

Best,

Daniel G. Firth

# How Local Search Works

In the examples bellow I typed in “fort lauderdale chiropractic”. You can type something similar into google, msn, or yahoo to see how your local business shows up.

The screenshot shows a Google search for "fort lauderdale chiropractic". At the top, there are several organic search results, including "Avoid the Knife Back/Neck" and "Dr. Jonah A. Wassermann". Below these, a red box highlights a section titled "8 results stored on your computer" which lists 10 local chiropractic businesses with their names, addresses, and phone numbers. To the right of this list is a map showing the locations of these businesses in Fort Lauderdale, FL. Further to the right, there are sponsored search results for "Fort Lauderdale Chiropractic" and "Chiropractic". A red callout box with an arrow pointing to the "8 results stored on your computer" section contains the text: "If Google 'sees' that you are searching for a local business it will return 10 local results at the very top of all of the search results."

The screenshot shows a Yahoo! Local search for "chiropractor" in "Fort Lauderdale, FL 33316". The search results are sorted by "Top Results" and show three local businesses: "Florida Spine & Wellness Group", "A Flamingo Pines Chiropractic Center", and "Wassermann Jonah A Dr". Below these, a red box highlights a section titled "Narrow your search by:" which includes filters for Category, Location, Distance, and A-Z. Below this, two more results are shown: "Rogers, Jesse DC - Yoga With Jesse" and "White, Wayne WDC - Fort Lauderdale Chiropractic". To the right of the results is a map of Fort Lauderdale, FL, showing the locations of the businesses. A red callout box with an arrow pointing to the "Narrow your search by:" section contains the text: "If Yahoo believes you are looking for a local business they return only the top 3 local businesses."

Live Search | MSN | Windows Live United States | Options | cashback | Sign in

Live Search fort lauderdale chiropractic

Web 1-10 of 413,000 results · [Advanced](#)  
See also: [Images](#), [Video](#), [News](#), [Maps](#), [More](#) ▾

[Jacksonville Chiropractor](#) - [www.hodgeschiropractic.org](#)  
Near Hodges & Beach Blvd Comp Consult & New Patient Massage

[Orlando Chiropractor](#) - [www.onypc.com/steven-newton](#)  
Goodbye Aches & Allergies. Hello Health & Wellness. Make Appt Now.

[Chiropractic](#) - [endyourpaintoday.com](#)  
Get Relief from Back and Neck Pain. Schedule Your Free Consultation.

BackToMind.com


[Chiropractic](#)  
Stop Pain. Visit Our Chiropractor Today to Treat Back Pain and More.  
[www.amarachiropractic.net](#)

[Tampa Chiropractic](#)  
Get Treatment for Chronic Pain and Accident Injuries! Massage Therapy.  
[www.arrowheadclinics1.com](#)

[More Than Pain Relief](#)  
Accident Care **Chiropractic** & Holistic Medicine clinic.  
[medwell.us](#)

[See your message here...](#)

Go to top local listings for **chiropractic** near **Fort Lauderdale, FL**



1 · [Robins Chiropractic](#) · (954) 523-5336  
701 E Broward Blvd Ste D, Fort Lauderdale

2 · [Chiropractic Center & Rehab](#) · (954) 767-0993  
20 NE 8th Ave, Fort Lauderdale · [Directions](#)

3 · [Lauderdale Chiropractic](#) · (954) 764-8505  
1140 SE 3rd Ave, Fort Lauderdale · [Directions](#)

Helpful? [Yes](#) | [No](#)

[Ft. Lauderdale chiropractor & Orthotic Center, Dr. Glen Bobker](#)  
Located near Las Olas in the heart of Victoria Park, **Fort Lauderdale**. At the DOWNTOWN **CHIROPRATIC** and **ORTHOTIC CENTER**, we recognize that every patient's condition is unique ...  
[chiropractorfortlauderdale.com](#) · [Cached page](#)

[Ft Lauderdale Chiropractic - The Pain Relief Center](#)  
**Ft Lauderdale Chiropractic**. Chiropractic services in **Fort Lauderdale**. ... Welcome to Pain Relief Center. Our goal is to provide our patients with top quality advanced healthcare ...

Like Yahoo, MSN only returns the top 3 local results if they believe you are searching for a local business.

Having your business be the first thing that a potential customer sees when they are searching for your specific product or service is extremely powerful.

## What Separates the Site that Ranks First from the Site that Ranks Last?

The big picture idea is that Google wants to provide relevant results to end users. With that in mind their “bots” check out your website to see what types of products/ services you offer and also check your demographic information to make sure you are truly local.

The “bots” also cross reference other websites that link to you to see if the information presented on your site matches what the rest of the web has to say about you.

Similar to regular or “organic” search results the ranking is based off of elements in two broad categories, **On Page** and **Off Page** factors.

<b>On Page Factors (In order of Importance)</b>	<b>Off Page Factors (In order of Importance)</b>
<ol style="list-style-type: none"> <li>1. Address and local phone number on home page and contact page.</li> <li>2. City and State in Title Tag</li> <li>3. Use of product or service keywords in URL</li> <li>4. Use of location keyword in website URL</li> <li>5. Location keywords in internal link anchor text</li> <li>6. Use of location and business/service related keywords throughout body of site</li> <li>7. Include your business address twice on the home page</li> </ol>	<ol style="list-style-type: none"> <li>1. Business data (address, phone, etc) is consistent with data supplied by 3<sup>rd</sup> party data providers</li> <li>2. Number of Inbound Links</li> <li>3. Location keywords in inbound link anchor text</li> <li>4. Product/Service keywords in inbound anchor text</li> <li>5. Customer Reviews</li> </ol>

## Read This Before You Begin

The single most important thing you can do to get Google, Yahoo, and MSN to improve your ranking is to verify your business.

First try to see if Google, Yahoo, and MSN already have your business listed as a local business. You do this by going to the 3 different search engines and typing in a term that has some geographic specifics in it. **For example “ocean city Maryland taxicab”**

If you can find your business there is usually a link on the listing to **“claim” or “verify”** the business.

If you cannot find your business or have other problems with this step you can just simply ad your business as a new listing. Follow the links below to do this.

Google - <http://www.google.com/local/add>

Yahoo - <http://edit1.ls.sp2.yahoo.com/csubmit/>

MSN/Bing - <https://ssl.bing.com/listings/BusinessSearch.aspx>

I would also strongly encourage you to **make your listings as attractive as possible**. This includes including **images, adding coupons**. For a more information visit:

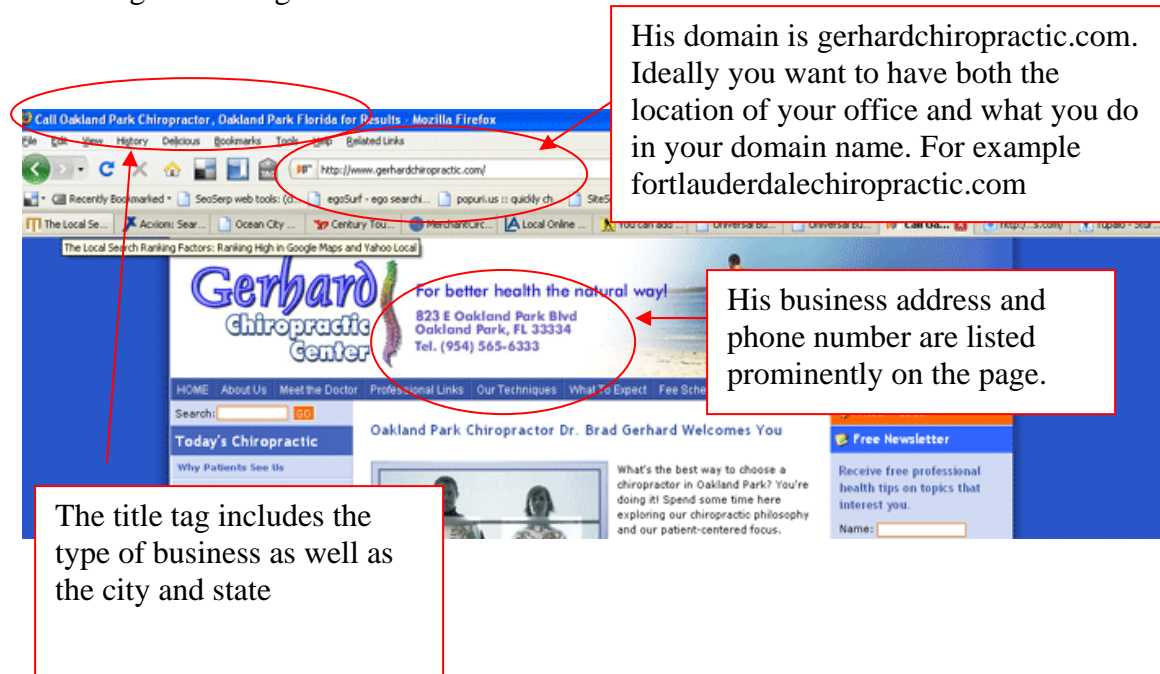
<http://www.localadvice.com/articles/tutorials/how-to-make-your-local-business-stand-out-on-googles-local-search/>

The rest of this guide is dedicated to helping you walk through what you need to do to outrank your local competitors. The main focus of this guide is on Google and my examples will largely come from Google’s Local Search.

The reason for this is that Google is the most popular by far and the other local search sites usually follow google leads in terms of how they rank local businesses.

## On Page Factors

These include changes that you make to your website that will help improve your search engine ranking.



The screenshot shows a web browser displaying the homepage of Gerhard Chiropractic Center. Three red callout boxes highlight specific on-page factors:

- Top Callout:** Points to the browser's address bar containing the URL `http://www.gerhardchiropractic.com/`. The text reads: "His domain is gerhardchiropractic.com. Ideally you want to have both the location of your office and what you do in your domain name. For example fortlauderdalechiropractic.com".
- Middle Callout:** Points to the business address and phone number listed prominently on the page: "823 E Oakland Park Blvd, Oakland Park, FL 33334, Tel. (954) 565-6333". The text reads: "His business address and phone number are listed prominently on the page."
- Bottom Callout:** Points to the title tag of the browser window, which reads "Call Oakland Park Chiropractor, Oakland Park Florida for Results - Mozilla Firefox". The text reads: "The title tag includes the type of business as well as the city and state".

### The Top 7 On page Factors Include

1. Address and local phone number on home page and contact page.
2. City and State in Title Tag
3. Use of product or service keywords in URL
4. Use of location keyword in website URL
5. Location keywords in internal link anchor text  
For example. When linking to your Location / Directions page, saying [click here for directions](#) isn't good enough. Better: "click here for [directions to our Fort Lauderdale location](#)."
6. Use of location and business/service related keywords throughout body of site
7. Include your business address twice on the page.

In addition to placing your business address prominently on the page, also include it in the footer.

# Off Page Factors

These are all of the factors that affect your local search engine ranking that you do not have direct control over. They are actually much more important than the on page factors. They include:

1. Business data (address, phone, etc) is consistent with data supplied by 3<sup>rd</sup> party data providers
2. Number of Inbound Links
3. Location keywords in inbound link anchor text
4. Product/Service keywords in inbound anchor text
5. Customer Reviews

Each of these 5 categories will be reviewed one by one over the next few pages.

# Third Party Data Providers

Data Providers are broken down into 4 categories.

1. Local Search Engines
2. Internet Yellow Pages
3. Social / Networking Websites
4. Data Providers

The distinction between these 4 types of data providers is starting to blur. This does not particularly matter to you as the business owner. What matters is that you submit your business and/or make sure that your business details are correct to all of the sites listed below.

The bottom line is that Google and Yahoo like to see that your business data (address, phone, etc) is consistent with data supplied by these 3<sup>rd</sup> party data providers.

**I recommend starting with verifying that your business data is correct with the two biggest data providers (Infousa and Acxciom).** After that is done you should consider submitting your website to the other types of sites such as local search engines and yellow pages.

For an up to date list of data providers and instructions about how to submit visit:

<http://www.localadvice.com/advertise-for-free/data-providers/>

Updates may take as long as 2 months with some of these data providers.

For those of you who **would like to save a few hours and don't mind paying \$30** I highly recommend [universalbusinesslisting.org](http://www.universalbusinesslisting.org). You can find a link to them here:

<http://www.universalbusinesslisting.org/>

For \$30 you get automated submission to:

- Search Engines such as Google, Yahoo, MSN
- Online Yellow Pages such as Superpages, Yellowpages.com
- Portals and Guides such as AOL, CitySearch
- Cell Phones and Mobile devices such as BlackBerry and iPhone
- 411 Directory Assistance
- In-Car GPS Navigation
- Telematics such as OnStar

# Number of Inbound Links

The number of websites that link to your website has a profound effect on your local search engine ranking. In the eyes of the search engines if lots of websites are linking to your site it is considered more important than websites with less links.

For this reason it is very important that you **solicit local links**

- Find the web directories that are local to your area, and ask them to link to your web site.
- Contact your local chambers of commerce and ask them to link to your business from their web site.

Also check out your competition

- Do a local search for your business keywords (i.e. Porsche, San Francisco, CA) and see who your competition is. Find out who is linking to your competitors and investigate whether you can get the same sites to link to your business. The links can be determined by going to Yahoo and typing "linkdomain:" and then your competitor's web site (i.e. linkdomain:www.yourcompetitorssite.com). Click on "inlinks" in the results page.
- Check inlinks for your site as well, and see who is linking to you. Make sure that the information on those sites is correct, and contact them if it isn't.

## Location keywords in inbound link anchor text

&

## Product/Service keywords in inbound anchor text

The search engines like to see that the links pointing to your website have the name of your town or the type of business or service you provide in the link.

For example if a local chamber of commerce has a link that says:

[Fort Lauderdale Chiropractic](#) it is much better than a link that says [Click Here](#)

This is why I would strongly encourage you to buy **a domain that has both the name of your town and the type of business you do in it**. That way when people link to your website it will already have the location and product/service keywords in it.

For example <http://www.fortlauderdalechiropractic.com> already has the keywords in it and this is the way most websites will end up linking to you.

# Customer Reviews

Having lots of good customers has **two benefits**

1. Increases your ranking
2. The customers scrolling through the business listing will trust you more and be more likely to do business with you.

There are many different types of customer reviews including:

1. Reviews made directly with search engine
2. Reviews made with online Yellow Pages
3. Reviews made with local search engines like citysearch
4. Reviews made with business review sites like Yelp.com

**Other sources receiving mention:** Zagat's, Guidespot, YahooTravel, Panoramio, Yahoo Yellow Pages, YellowBook

**However, the majority of your traffic will come from Google and Yahoo.**

Therefore spend the majority of your time getting as many good reviews as possible for Google and Yahoo.

For more information about the specifics of how to get reviews and a sample letter I have clients use to ask their customers for reviews follow the link below

<http://www.localadvice.com/articles/marketing/have-you-been-asking-your-customers-for-feedback/>

# Local Search Engine Marketing Checklist

## General

- I have claimed/verified my listing with Google, Yahoo, and MSN/Bing
- I have spent time making my business listing with Google, Yahoo, and MSN/Bing look attractive. Including adding images and coupons

## On Page Factors

- My business address and local phone number are on the home page and contact page
- The City and State of my business are listed in the title tag
- The name of my product or service is in my website URL
- The name of my town/location is in my website URL
- I have used location keywords in internal link anchor text
- I have used location and business/service related keywords throughout body of site
- I have included my business address twice on the page.

## Off Page Factors

- My Business data (address, phone, etc) is consistent with data supplied by 3<sup>rd</sup> party data providers
- I have worked on increasing my number of inbound links
- There are location keywords in inbound link anchor text
- There are Product/Service keywords in inbound anchor text
- I have worked diligently at getting as many customer reviews as possible