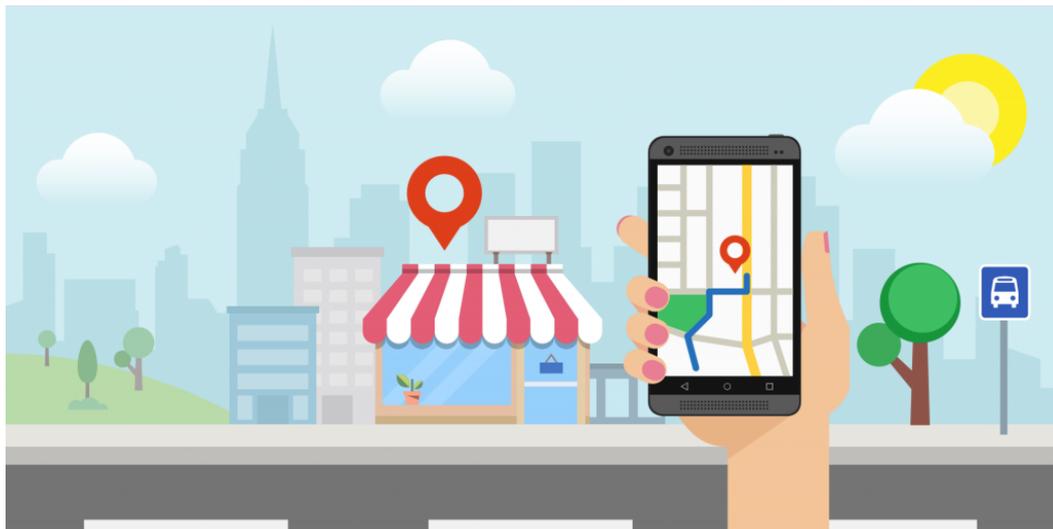


Local Search is the next online gold rush as more than 20% of the searches have local keywords in them. Many businesses are overwhelmed by the range of local marketing choices available. Gone are those days when a small handful of advertising outlets used to cover majority of the target audience.



Local SEO for small business

The volume of marketing options has flattened the reach of each advertising channel. Brand needs to build a strong foundation for local search success by checking off the basics and from there you can take next steps like paid media to generate greater visibility of your product and services.

For mobile searches, local SEO and SEO should be treated as primary considerations. As per Google there are 350 billion annual local queries. This article is intended to cover critical issues and topics for local search marketers. Business should know their local ranking factors which track SEO experiences and opinions. Brands fail to answer Q&A at search engine platforms which make them lose a chance to offer valuable information to the potential customer.

Another important step is to maximize Google posts as it will help in promotion of sales, events, news and offers which improve customer experience with timely information. It also facilitates direct communication with local consumers. Businesses that invest in local search will now earn a sustainable competitive advantage. It is termed as local as company meets with its customers directly through store or service area and a unique set of techniques and skills are used to increase the visibility of brand on the internet.



Our professional team at Creative Web Promotion, understands that mastering local SEO indicates a solid foundation which will ultimately gain a competitive edge. We work effectively on all those foundations to maximize the benefits of our customers in best possible way with minimum resource investments. We have the DNA of providing magnificent and best services in the field SEO and digital marketing. We focus on creation of authentic content that effectively reaches your audience and tells your story.