

Local Search engine optimization – SEO services Mumbai

Importance of Local SEO cannot be underestimated in ever changing times. Your business may miss the traffic that should be yours, if you just target the national campaign, without even running a Local SEO campaign. When Google Pigeon is becoming more and more unfavorable to enterprises, you should not ignore local search engine optimization.



Trends say

- 70% of mobile searchers will find the information they need WITHOUT even needing to visit a website. Their phone nos, pictures, address will be seen directly on search engines as well as from local citation websites.
- People trust local search results more than any others search listings.

- 59% percent of users use Google for searching local business results. [Source: Digital Sherpa]
- Users who search from Android Smartphone are automatically logged into their Google account, these users will always be fed with local search results.

Few reasons why you need Local SEO campaign:

Personalized SERPs

Google search results are based of various factors, one of which is location. Location has turned out to be an important factor now a days after Google has given preference to personalized search results.

For eg: If I am located in Powai, and if I search for “restaurants” (a very generic term) on my mobile, I get mobile local results with local restaurants based on my location, even if I dont type in location Powai. Google gives search results by checking searcherers IP, I be logged in google account or not.

So if your website is optimized on national level,it'll increasingly be missed off the SERPs in favor of companies that do optimize locally.

Snack Pack' Local Result Listings

Google has cut down the number of displayed organic results from 10 to 6, meaning that first 2 are google adwords results, remaining 3-5 are local search results, followed by organic lisitngs. Local “Snack Pack” listing has made the struggle for visibility more limited. Google has cut down the number of displayed results from seven to three, meaning there's much more competition to be visible above the fold.

Hence its becomes vital for local search engine optimization (SEO) done for your website, adding as much information you can like pictures, phone numbers, recent reviews, and opening times.

Mobile Search

Above trends already state this. Though we may explain in brief. With increase in number of smartphone users, mobile is now become a huge part of Local SEO. With such a high amount of mobile searches, your websites should be mobile ready to meet he mobile search



result requirements.

Reviews

Reviews shown in local search results are as important marketing tool as any other. People read reviews and build a sense of reliability to any website. Right reviews help you stand out of the crowd.

Social Media

Social media websites, mainly Google Plus, needs a Google business page, with local address and phone numbers, needs to be verified. Much like an SEO campaign, to get success on web, you need to cover these areas as well.

We ensure that your business appears in local searches not only on desktops, but also on mobile devices and tablets. Our goal is to earn outstanding listings on top of your local traffic competitors. With our approach your website will correctly target your audience which will significantly increase your profitability. Request for Local SEO - search engine optimization prices today.