



Many marketers are confused over the use of location in key-phrase for an effective Search Engine Optimization. There are many who believe doing this could be a time-wasting strategy as search engines like Google automatically picks a business' local location. But experts have a different theory to discuss. According to them, adding location in key-phrase isn't a beneficial SEO strategy, but it is important in trending digital marketing. Why?

Digital marketing experts say adding location is a good thing that gives relevance to the added page. This could help in targeting a specific product or services of a company in a specific area. By using the location feature in Title and Description Tags, it can give beneficial results for a company while doing the websites SEO.

The location adding feature has been found effective and business-friendly if a company wants to target online people on a specific region of the globe. This helps Google in recognizing that a business belongs to which specific region. In addition, it can further help a company in its websites overall optimization. For example, providing city name relevant keyword with it on the Meta tags of the website can increase brand awareness in a particular region online and grab attention of online customers of that place.

Why Web Creative Mall?

Web Creative Mall understands the importance of adding location in a website your key-phrase, and provides trendy SEO services that include this strategy. The right procedures are followed to ensure that SEO rankings of a website could increase online. Apart from that, experienced professional create individual landing pages for every key-phrase with a call to action form or 'contact us' button. These services ensure that your website could target online people of a region that you want.

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