

# LOCAL SEO SERVICES

[www.marbgroup.com](http://www.marbgroup.com)



[Local SEO services](#) are designed for small to medium size businesses requiring on-page and off-page SEO optimization. Your business must be seen by Google and other important search engines such as Bing and Yahoo! [Marbgroup.com](http://Marbgroup.com) is interested in supporting you with your Journey. Therefore, our Local SEO services will help your local business with getting listed in the local directories. It is our objective to increase traffic so that your customers can locate your services and find you when searching for the related keywords on the web. Hence, [Local SEO services](#) are the optimal choice to get you to be seen online.

## What is Local SEO?

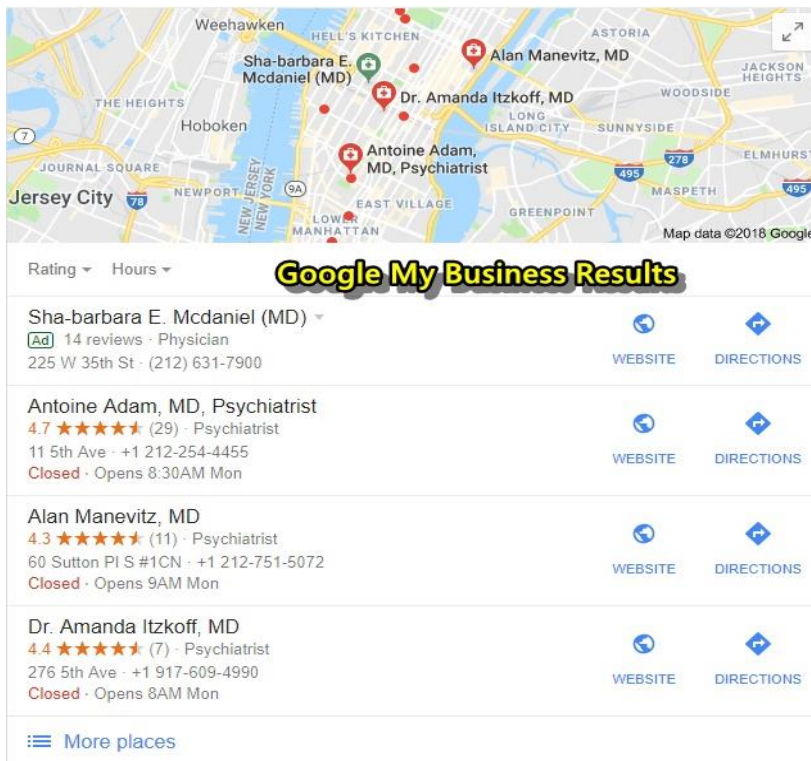
Local SEO is an efficient method to promote your business on the internet. It allows businesses to promote their services and items to local consumers at the precise time they are searching for them. Local SEO applies a variety of approaches — getting your website ranked on search engines such as Google, Bing, and Yahoo. One of these approaches is submitting and claiming your website on local business directories like Google my business, Superpages, Yelp, Yellowbook, Foursquare, Bing Places for Business page etc.

An incredible number of customers apply local search every day to discover the best local companies in their locality. Local SEO can help enhance your possibilities of getting found by these potential consumers.

### Advantages of Local SEO Services

There are some distinct advantages of employing an SEO agency for local SEO:

- Local SEO enhances online presence for local customers – 97% of people go on the internet to discover local products and services, and 95% of these people won't go previous the first page of the search results. Local SEO performs to raise your webpage rankings, therefore improving your online visibility.



- Local SEO boosts website leads, visitor and sales from your locality – If you're a local business owner, obtaining web leads and visits from users in a different country, state or city will not do anything to develop your business. Using local SEO services, you boost targeted traffic from customers in your distinct service places, which means you will receive a better visit-to-sale rate.

- Local SEO delivers more focused geographic strategies – Modern customers count on hyper-customized online activities. By using local SEO, you can aim for promotions to incredibly localized, small groups of people.
- Smartphone users are increasing - A huge amount of customers use tablets or smartphone to discover the finest local companies while they're on the go. In reality, smartphone digital media time in the United States is these days higher at fifty-one percent in comparison to notebook or desktop use at forty-two percent. Local SEO includes both mobile and PC internet access which means you never lose out on a potential client.

Local SEO helps make you stand out from your business rivals – less than 50% of companies presently apply local SEO services. What that signifies for you is a huge possibility to get ahead and get noticed in maps, local directories, social media as well as local searches.

## **The Major Services of Local SEO**

### **1. Localization of Your Website**

Website Localizing means adding your state, city and country name organically on your website. For companies with many areas, this could involve developing individual pages for individual places and other local content techniques, such as getting active with local community events and presenting information or blog posts about them on your website.

### **2. Creating Citation**

Make sure your website functions on online business directories and citation websites. Not only this will support consumers find your company, but displaying your business's address, name and phone number on citation websites and additional info on online business directories will help enhance your search engine rankings.

### **3. Google My Business**

Google My Business page claiming is an important step in supporting your business or company shown on significant Google services, like Google+ pages, Local Search and Google Maps. Google My Business and similar local directories such as Yelp, Bing Places for Business, CitySearch ought to always be the first online listing you get ownership of.

### **4. Ratings and reviews managing**

Honest, genuine reviews are important both for featuring the quality of your product or service and for delivering signals to search engines that your website and services are reliable and beneficial. The number of reviews you get, the total quality of the reviews and the authority of the review websites themselves are all essential elements for local search positions.

### **5. Obtaining high-quality backlinks**

Naturally received backlinks from High Domain Authority (DA) sites can help search engines acknowledge your site as a reliable resource of information. Backlinks from bloggers, local newspapers, citations and business organizations can all help increase your search presence.

## **MarbGroup's Local SEO Strategy**

During the local SEO services Journey, we have crafted packages optimize agreed upon keywords that users will be using to search for your services. Depending on the number of keywords and effort required we have designed these packages to meet your needs. We will manage the local listing into Google, Yelp, and other directories. We will also submit the sitemap XML file into Google Search Console and submit

the Robot.txt. Furthermore, during the local SEO services plan, we will monitor your keywords on daily basis to ensure the right tweaks are made before others take over your top position.

Additionally, in order to boost the rankings, we will submit backlinks into high authority domains. The link building strategy will be purely based on your industry, relevant business area, and we will target high-authority domains. Link Building is like adding references to your site, which Google and other search engines will intern value very highly.