

6 WAYS TO USE LOCAL SEO FOR YOUR SMALL BUSINESS

August 29th, 2018

NFIB + Kabbage



WELCOME

- Clinton Dugan – Lead SEO
- What we will cover: Local SEO (duh)

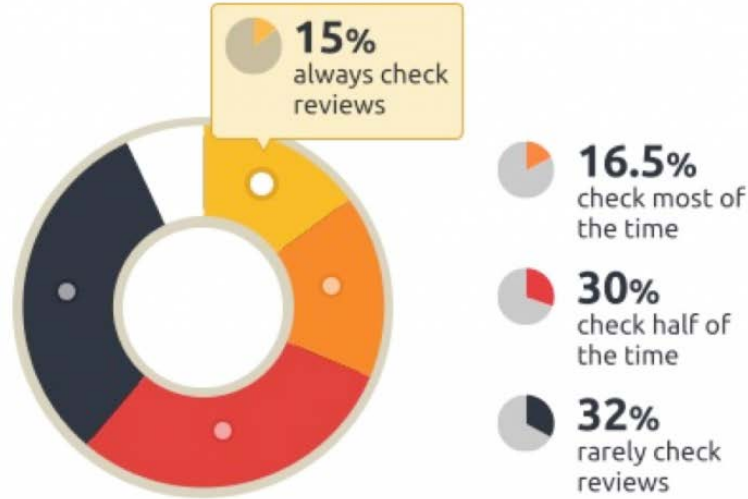
Ready to rock!



AGENDA

- Local SEO Basics
- Leveraging Your Website
- Be Found with Citations
- Link Building & Reviews
- Is Social Media Important?
- Tools to Manage

Almost Everyone Reads Reviews



Before dining or shopping, **93%** of U.S. consumers check online reviews at least some of the time.

Local SEO Must-Haves

- Website 😊 (About 45% of all small businesses do not have a website)
- Ability to keep your website up-to-date
- Local Mailing Address
- Google My Business Account
- Budget

46% of all searches

on Google are local



Leveraging Your Website

- Let Your Content Speak
 - Keywords are important!
 - Make sure you're mentioning your city and how you want to be found.

Superior Plumbing: Atlanta Plumbing and Water Heater Repair
<https://superiorplumbing.com/> ▼
Plumbing repairs and honest answers, we take care of all your plumbing needs.

- Local Mailing Address Needs To Be Present
 - Contact Us Page
- Must be Mobile & Fast



Internet Gold (Links)

- Scholarships
- Sponsorships
- Job/Internship Postings
- Blog Promotions
- Local Discounts/Coupon Sites
- Events
- Guest Blogging
- Travel Guides



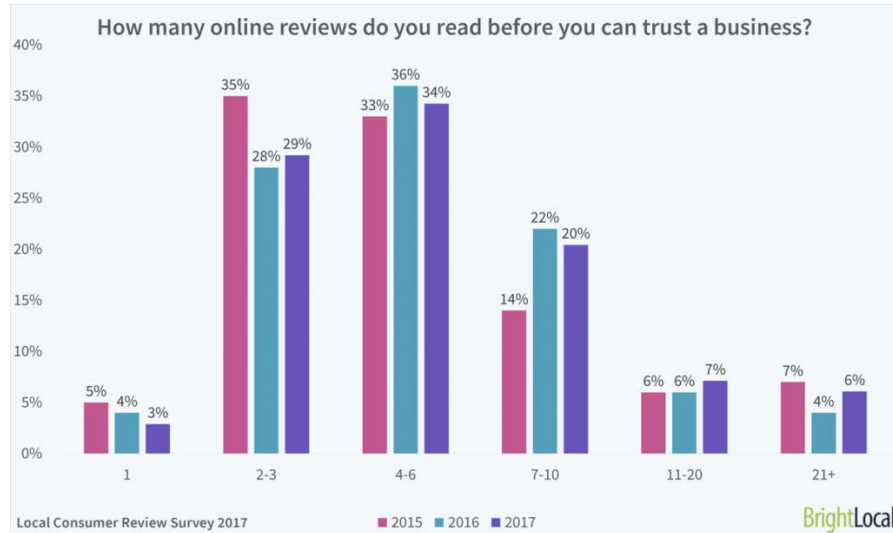
Citations

- A citation is a mention of your business on a third-party website – typically a local business directory, event site, industry/niche directory or review site. These mentions contain your Business Name, Address and Phone Number (also known altogether as NAP), but the listing can (and should) contain many more details about your business, like a description of your products or services, business hours, types of payments accepted, images, etc.

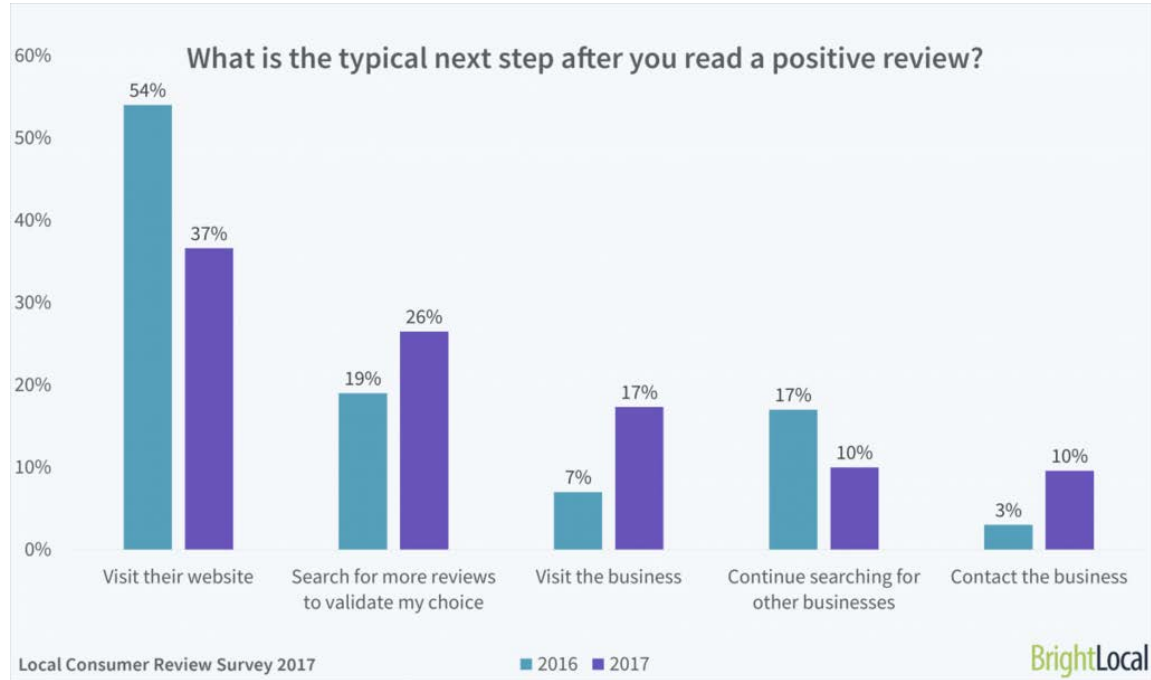


Reviews

- In today's digital age, 93% of customers say that their buying decisions are influenced by online reviews.



Reviews Continued



Reviews Continued

- Always respond!
- Don't be afraid to ask
- Make it easy
- Leverage Social Media
- Google Alerts
- Use tools



What is Kabbage?

- Kabbage, Inc. is an online financial technology company based in Atlanta, Georgia. The company provides access to funding directly to small businesses and consumers through an automated lending platform.
- Lines up to \$250,000
- Not the vegetable



