

6 Ways Local SEO Benefits Small Business



Local SEO helps potential customers find a local businesses
Increase a business's ranking in search results by applying local SEO tactics like keyword research, understanding ranking factors, and link building.



Local SEO gets business information to potential customers when they need it
Add appropriate business information to citations like Google My Business, Yelp, and Yellow Pages. This gives potential customers all the information they could need to find and contact a local business.



Local SEO increases a business's credibility
Trust is achieved through higher ranking in the search results as well as by showing up on multiple search engines and listing sites with complete information.



Local SEO keeps a business competitive
Local businesses can appear in a feature snippet that highlights the top three most relevant local businesses for a conducted search. These top results receive 44 percent of clicks on a results page.



Local SEO increases website traffic
Higher SERP ranking and more visibility make an online business easier to find. These factors lead to an increase in website views.



Local SEO increases online visibility
Increase the number of places where NAP (name, address, phone number) data exists and a business will have a better chance of being discovered online.



Contact Preferred Digital Solutions Today for your SEO Solution

Web: <https://PreferredDigitalSolutions.com>

Phone: 919.307.5651

PREFERRED DIGITAL SOLUTIONS

KNOW YOU, FIND YOU, TRUST YOU, LIKE YOU & BUY FROM YOU

