

Beyond all else, your website must have content that is relevant and informative. What is the purpose of doing [Affordable Off Page SEO](#)

search engine optimization? Your main purpose is to get quality website visitors. If you expect people to surf your site and purchase your products, you have to give them helpful material that matches their interests. The majority of people who visit a website don't read every word, but browse around here and there. Make any especially important content stand out to your readers by using devices such as highlighting or a bulleted list. Another way to accomplish this is by using pictures. One thing to watch out for is overusing keywords, as this can work against you for SEO purposes.

Most local websites that are targeted by local businesses are fine with the idea of a business owner asking customers to log on to the site and leave reviews (Yelp is a good example of this). With this being allowed by the websites and knowing that it will benefit your local SEO efforts why not make a practice of doing this? Be sure to mention these things in your e-mail signatures, on your invoices, your contact forms and any place else you can. [best seo Maryland](#) It doesn't have to be hard, just a quick "we'd really appreciate it if you could take a moment to review our company on LocalWebsiteOfYourChoice.Dot." You already understand that you won't be able to control what is written in the reviews themselves but just having them online will help build your business's credibility and make you look more reliable to new clients. This is one tip that you need to put into practice no matter what else you do because it has the potential to really help you out with your business's rankings online.

When you are doing local SEO, it's important to connect with other local websites. Local businesses should always strive to connect with the local community as much as they can. To maximize your effectiveness as a local [http://edition.cnn.com/search/?text=Local SEO](http://edition.cnn.com/search/?text=Local%20SEO) business, you should really focus your efforts on getting well respected and popular businesses and groups in your community to link to your site. The search engines favor sites with a good number of quality backlinks, and getting links from prestigious local sites is the way to get your site highly ranked for location based keywords. Doing this will cause the search engines to see you as a quality site in your location. Keep in mind that what you are really looking for in backlinks is not so much the quantity, but relevance and quality. While getting links from local bloggers won't do you that much good, one or two from high status groups in your area can do a lot.

Don't worry so much about getting a huge number of links, but look for quality instead. In conclusion, there is no better way to grow your business profits than through local SEO.

For the past few months, I was struggling to get my restaurant business in Denver, Colorado on the initial pages of Google Places, Yahoo Local and Bing. I finally found the perfect solution to all my difficulties - local SEO. I contacted a professional SEO company providing local SEO services. After analyzing my business and its visibility issues, the SEO team presented me with [local seo expert](#) an SEO package that included a wide range of strategies designed to enhance the search engine page ranking of my website and drive more traffic and sales. Let's look at how these strategies worked to promote [https://en.wikipedia.org/wiki/?search=Local SEO](https://en.wikipedia.org/wiki/?search=Local%20SEO) my business.

Local Listing Sites: Local SEO makes use of local listing sites (e.g. Yellow Pages, Yahoo, Google, Bing etc) that target local/geo targeted terms, for optimizing local search results. The SEO Company provided strategies that helped increase the ranking of my local business listing on these sites. Now, when someone searches for Denver-specific data relating to my business, the information on my business that is stored on all these sites appears as a top search result.

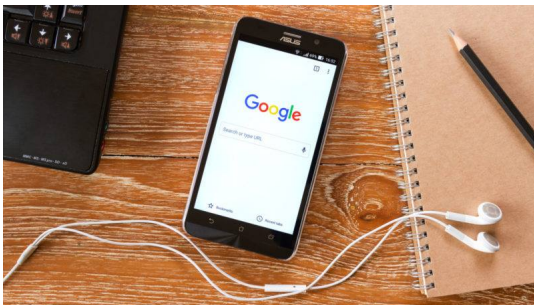
With enhanced online visibility, I find that more local customers have started to visit my website, which is working to promote my brand. My service provider took care to choose only local listing sites authorized by Google for promoting my small business.

Back linking: Local SEO services include building inbound links to a business website. In keeping with Google's

latest Penguin update, my SEO service provider took care to build backlinks to my website from reliable websites with content relevant to my business. I realized that relevancy was crucial because the search engines identify keywords on the basis of the backlinks. Another significant aspect is link speed or the speed at which backlinks are created. The SEO team built backlinks slowly and systematically, as any unnatural speed could make Google look at my links as spam. In addition, they also employed tactics such as social bookmarking, article and forum submissions and other off-page activities. Keyword variations, branded text, and other strategies were adopted to improve results.



**Social Media Promotion:** My service provider also used effective social media optimization strategies to drive my target audience to my website. They built my business profile on popular social networking sites such as Facebook, Twitter, Google+ and more and created posts in them which helped draw local customers to my website. They spread the posts via 'Share' or 'Like' buttons. As search engines, particularly Google, show search results from social media sites (Facebook, Google+, Twitter, and more) these profiles are also helping to drive more organic traffic to my site. The SEO team also promoted my business by creating videos and images of my restaurant and sharing them through YouTube and Pinterest.



Social media marketing involves the maximum utilization of marketing potential with the features (paid advertising facility, contests, business pages in the case of Google+, and more) in social media sites. In my experience, focusing on a particular social media site for marketing purposes (Facebook Marketing, Twitter Marketing) is the best way to promote your business online.

## Online Advertising

Pay per Click advertising (paying money to search engines to display your website on top search results) is regarded as a powerful way to promote business online due to easy implementation, high Return on Investment (ROI) and better traceability. The SEO team provided my business with PPC advertising services, also known as geo-targeted PPC. The advertising was focused on the Denver area, which resulted in more local customers visiting my website. Both open-ended keywords and focused keywords were used in my geo-targeted PPC.

The local SEO services provided by the SEO company help draw the attention of more local customers to my website and helped in the online promotion of my restaurant - something which I definitely couldn't have achieved on my own.