

LOCAL SEO IN 2019

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CEO, LOCALSEOGUIDE.COM

MONO SOLUTIONS WEBINAR
03.13.19



Agenda

- Google Local Search in 2019
- Evolution of Local SEO
- Local SEO Ranking Factors Study
- How You Can Do It





**SHERWIN
WILLIAMS®**

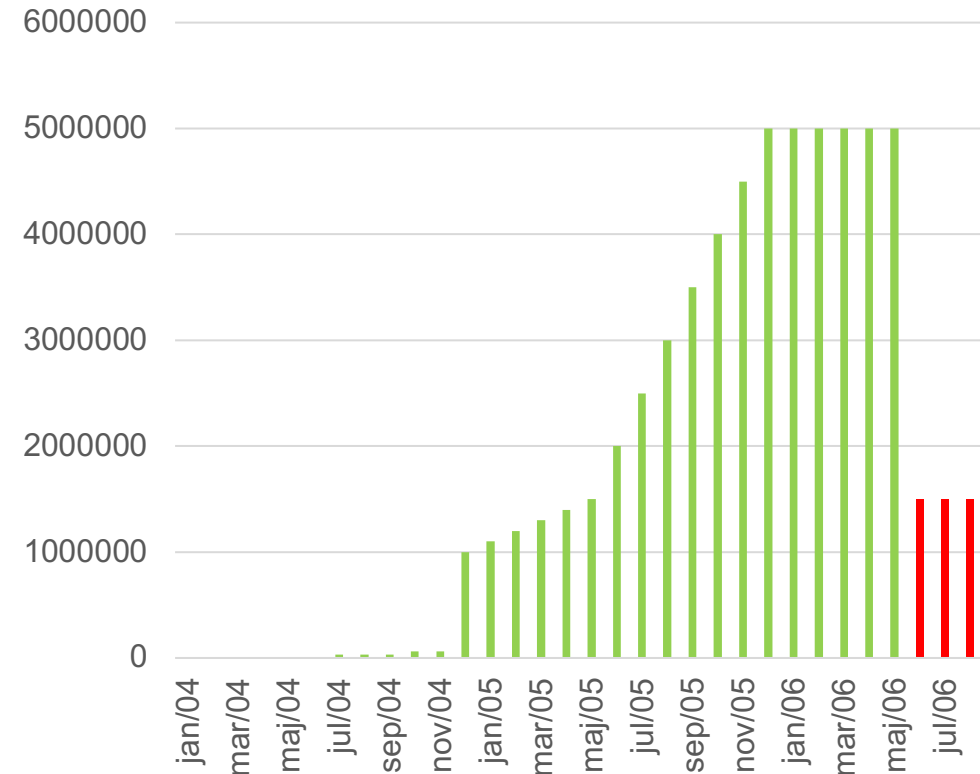


Google

GOOGLE GIVETH & GOOGLE TAKETH...

<http://web.archive.org/web/20170622144022/http://www.insiderpages.com/>

Google Traffic





WHERE DO CUSTOMERS COME FROM?

Channel	Fortune 500 “Brands”	“Who?” Media	“Who?” eCommerce	B2B
SEO	41%	77%	20%	13%
Direct	33%	12%	16%	31%
Paid	14%	5%	46%	53%
Email	11%	4%	17%	2%
Social	1%	2%	1%	1%

Source: LocalSEOGuide.com Channel Study 2017

SO WHERE DO WE INVEST?

Channel	Fortune 500 “Brands”	“Who?” Media	“Who?” eCommerce	B2B
SEO	\$	\$\$	\$\$	\$
Direct	\$\$\$\$	\$	\$\$	\$\$\$
Paid	\$\$\$\$	\$\$\$\$	\$\$\$\$	\$\$\$\$
Email	\$\$\$\$	\$\$\$\$	\$\$\$\$	\$\$\$\$
Social	\$\$\$	\$\$\$	\$\$	\$\$

Source: LocalSEOGuide.com Conversations w Cheap Clients 2006-2017

GOOGLE MY BUSINESS – LOCAL PACKS

Google search results for "chicago movers". The search bar shows "chicago movers" and the results indicate "About 82,900,000 results (0.55 seconds)". Under the heading "50+ movers nearby", there are three sponsored listings:

- Wolley Movers**: 4.9 stars, "GOOGLE GUARANTEE", Serves Chicago, (773) 314-5173, Closed now.
- E-Z Movers**: 3.7 stars, "GOOGLE GUARANTEE", Serves Chicago, (833) 296-3943, Closed now.
- The Professional Movi...**: 5.0 stars, Serves Chicago, (773) 314-8345, Closed now.

Below the listings is a link: "→ More movers in Chicago".

All My Sons Moving® | One Less Headache When Moving
quote.allmysons.com/Chicago/Chicago
You Have Enough to Worry About. Trusted Movers for 40+ Years. Call Us Today! Fast & Professional. Local Chicago Movers. Fully Licensed & Insured. Experts In Local Moves.

Bekins Moving Solutions | Full Service, Great Rates | myBekins.com
www.mybekins.com/Livermore
Schedule A Free On-Site Appt With Trusted Movers For Over 70 Years. Great Customer Service.
Get Your Free Quote · Stress-Free Moving · Professional Movers · Storage Options · Where Are W...

A Google map of Chicago with red pins marking the locations of moving companies. A red box highlights a list of three movers:

- A Chicago Movers**: Mover, 4557 W Diversey Ave · (773) 384-1000, Open 24 hours. Includes WEBSITE and DIRECTIONS icons.
- B Chicago Best Movers**: Moving and storage service, (773) 683-1774, Open · Closes 8PM. Includes WEBSITE icon.
- C The Professionals Moving Specialists**: Mover, 3918 N Western Ave · (773) 478-1365, Closed · Opens 9AM Thu. Includes WEBSITE and DIRECTIONS icons.

Below the list is a link: "More places".

Local Pack for "Moving company near Chicago, IL". The pack includes a map and three results:

- A Chicago Movers**: Mover, Chicago, IL, Open 24 hours. Includes CALL and DIRECTIONS icons.
- B New City Moving**: Mover, Chicago, IL, Closes soon · 7PM. Includes CALL and DIRECTIONS icons.
- C The Professionals Moving Specialists**: Mover, Chicago, IL, Closed · Opens 9AM Thu. Includes CALL and DIRECTIONS icons.

At the bottom is a "More places" button with a downward arrow.

GOOGLE MY BUSINESS KNOWLEDGE PANEL

Google

All Maps News Images Shopping More Settings Tools

About 13,600 results (0.66 seconds)

Moovers Chicago Inc - www.MooversChicago.com
www.mooverschicago.com/
Call us or submit a form on our website for a moving quote. Open Monday-Saturday. Licensed & Insured Firm. Get Free Estimate. BBB Accredited Business. Highlights: Free Moving Estimate Available, BBB Accredited Business.
Services - About Us - Contact Us
4973 N Elston Ave, Chicago, IL - (773) 474-2691 - Closed now · Hours

Moovers Chicago: Home
<https://mooverschicago.com/>
Moovers Chicago Inc is a professional moving company located in Chicago that offers residential and commercial services throughout Illinois. Our movers are ...
Contact Us - Reviews - About Us - Services

Moovers Chicago - 151 Photos & 118 Reviews - Movers - 4973 N ...
<https://www.yelp.com/Home/Services/Movers>
Rating: 5 - 118 reviews
Moovers Chicago Inc. is a professional moving company located in Chicago that offers residential and commercial moving services throughout Illinois.
Thu 7/4/2019. Closed Mon 9/2/2019: Closed

Moovers Chicago, Inc. | Better Business Bureau® Profile
<https://www.bbb.org/us/il/chicago/profile/.../moovers-chicago-inc-0654-88706735>
BBB accredited since 6/22/2018. Moving Companies in Chicago, IL. See BBB rating, reviews, complaints, request a quote & more.

Moovers Chicago Inc - Home | Facebook
<https://www.facebook.com/Places/Chicago,Illinois/Home/Mover>
Rating: 5 - 7 votes
Moovers Chicago Inc - 4973 N Elston Ave, Chicago, Illinois 60630 - Rated 5 based on 7 Reviews
"The best mover company from Chicago ever!! High...

Moovers Chicago Inc Reviews - Chicago, IL | Angie's List
<https://www.angieslist.com/.../IL/Chicago/ChicagoMovingCompanies>
Nov 21, 2018 - See reviews for Moovers Chicago Inc in Chicago, IL at 5110 N. Kenneth Ave from Angie's List members or join today to leave your own review.

1 Review for Moovers Chicago Inc - Chicago, IL - My Moving Reviews
<https://www.mymovingreviews.com/Movers>
Rating: 5 - 1 vote
1 Review for Moovers Chicago Inc. "When our basement flooded and we had to quickly move out our belongings for the contractors to complete the restoration, ...

Moovers Chicago - Chicago, IL movers

Moovers Chicago INC
Website Directions Save

4.9 ★★★★★ 25 Google reviews
Moving company in Chicago, Illinois

Address: 4973 N Elston Ave, Chicago, IL 60630
Phone: (773) 474-2691

Suggest an edit

Know this place? Answer quick questions

Questions & answers
Be the first to ask a question Ask a question

Reviews from the web

Facebook	My Moving Reviews	QQ moving
5/5	5/5	5/5
7 votes	1 vote	20 reviews

Send to your phone Send

Reviews Write a review Add a photo

- W "Watching them work was a wondrous experience."
- N "My dog | think was more stressed than I was with the whole moving thing"
- "They wrapped everything up so quickly so all my stuff was secured."

View all Google reviews

From Moovers Chicago INC

"Moovers Chicago Inc. is a professional moving company located in Chicago that offers residential and commercial moving services throughout Illinois. Our movers are trained and tested before they become part of our staff. We specialize in studios,...More

Moovers Chicago INC on Google

Yesi, one of our Supermans!
2 days ago

Book

View all

People also search for View 15+ more

H2H Movers Inc Mover	Devon Moving Company Mover	Fallen Movers Mover	New City Moving Mover	The Profession... Moving S... Mover
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Feedback

GOOGLE MY BUSINESS KNOWLEDGE PANEL

You can try to control these

The screenshot shows the Google My Business Knowledge Panel for '2 Guys and a Van'. At the top, there are two images: a white moving truck with the company logo and a storefront of a pizza shop. Below the images are buttons for 'See photos' and 'See outside'. The main title is '2 Guys and a Van', followed by buttons for 'Website', 'Directions', and 'Save'. The rating is 4.9 stars with 305 Google reviews. The address is 3047 N Lincoln Ave #400, Chicago, IL 60657, and the phone number is (312) 857-4897. There is a 'Suggest an edit' link. Below that, it says 'Know this place? Answer quick questions'. At the bottom, there is a 'Questions & answers' section with 'See all questions (1)' and an 'Ask a question' button. A red arrow points from the text 'You can answer these (so can anyone else!)' to the 'Ask a question' button.

2 Guys and a Van

3047 N Lincoln Ave #400, Chicago, IL



Ask a question

I am moving from Chicago to Milwaukee WI. Can I get a quote. Thank you Lydia

Like Answer

You can answer these (so can anyone else!)

REVIEWS

Google 2 guys and a van chicago

All Images News Maps Videos More Settings Tools

About 61,900,000 results (0.77 seconds)

\$65/hr - Truck + 2 Guys | Chicago - IL | Enter ZIP - Get Rates

www.2movers.com/Guys+Truck/Enter_Zip_Here

3 Guys+Truck from \$85/hr, 4 Guys+Truck from \$99/hr - 2 Movers.com™ - Quick Quotes. Licensed Movers - Nationwide Service - Local / Long Distance - Out Of State Moving from \$499. Men + Truck from \$65/hr - from \$65.00/hr - Nationwide Service - More

2 Guys and A Van

<https://2guysandavan.com/>

2 Guys and a Van - We are the the most trusted and affordable movers in the city of Chicago. Call us today to schedule your next move!

About Us

About Us - 2 Guys and a Van are a Local Family Owned moving ...

More results from 2guysandavan.com

Services

Our Moving Services - 2 Guys and a Van, Inc. is a Chicago family ...

2 Guys and a Van - 52 Photos & 243 Reviews - Movers - 3047 N ...

<https://www.yelp.com/Home/Services/Movers>

★★★★★ Rating: 4.5 - 243 reviews

243 reviews of 2 Guys and a Van "I had a (relatively) easy move - just ... I want to move dining table(6 chairs + table) from chicago to bloomingdale, how much ...

2 Guys and a Van Chicago, IL - Last Updated March 2019 - Yelp

https://www.yelp.com/search?find_desc=2+guys+and+a+van...loc=Chicago%2C...

Reviews on 2 Guys and a Van in Chicago, IL - 2 Guys and a Van, New City Moving, Well Move You 4 Less, Fair Trade Moving, Crescent Movers, USA Moving ...

2 Guys and a Van - Home | Facebook

<https://www.facebook.com/Places/Chicago,Illinois/Home/Mover>

★★★★★ Rating: 4.2 - 2 votes

2 Guys and a Van - 3047 N Lincoln Ave Unit 400, Chicago, Illinois 60657 - Rated 4.2 based on 2 Reviews "Great, stress-free moving experience! Jorge,...

2 Guys and a Van - Chicago, IL movers

<https://www.movingcompanyreviews.com/IL/Chicago/2-guys-and-a-van-66135>

★★★★★ Rating: 3.5 - 2 reviews

Read 2 reviews of 2 Guys and a Van in Chicago. "The crew, led by Jerry Rios, were fantastic. They were courteous, professional, and conscientious. They...

2 Guys and a Van Chicago, Illinois. Reviews – QQ moving

<https://qqmoving.com/location/illinois/chicago/2-guys-and-a-van.html>

★★★★★ Rating: 4.6 - 20 reviews

2 Guys and a Van moving company in Chicago, Illinois. Read reviews. We are fully licensed and insured movers. Our company provides quality service at ...



2 Guys and a Van

Website Directions Save

4.9 ★★★★★ 305 Google reviews

Moving company in Chicago, Illinois

Address: 3047 N Lincoln Ave #400, Chicago, IL 60657

Phone: (312) 857-4897

Suggest an edit

Know this place? Answer quick questions

Questions & answers

See all questions (1)

Ask a question

Reviews from the web

Facebook	Moving Company Reviews	QQ moving
4.2/5	3.5/5	4.6/5
2 votes	2 reviews	20 reviews

Send to your phone

Send

Reviews

Write a review

Add a photo

- "Great service, finished in less time than quoted, and courteous!"
- "It's obvious this company treats their staff well!"
- "Friendly and fast service from customer service and the movers."

View all Google reviews



SEO Made Simple.

“REVIEWS”

LOCAL SEO GUIDE
SEO Made Simple

See photos

Local SEO Guide, Inc.

Website ★ Saved

4.8 ★★★★★ 12 Google reviews

Hours: **Closes soon:** 6PM · Opens 9AM Thu ▾

Phone: (925) 425-9226

[Suggest an edit](#)

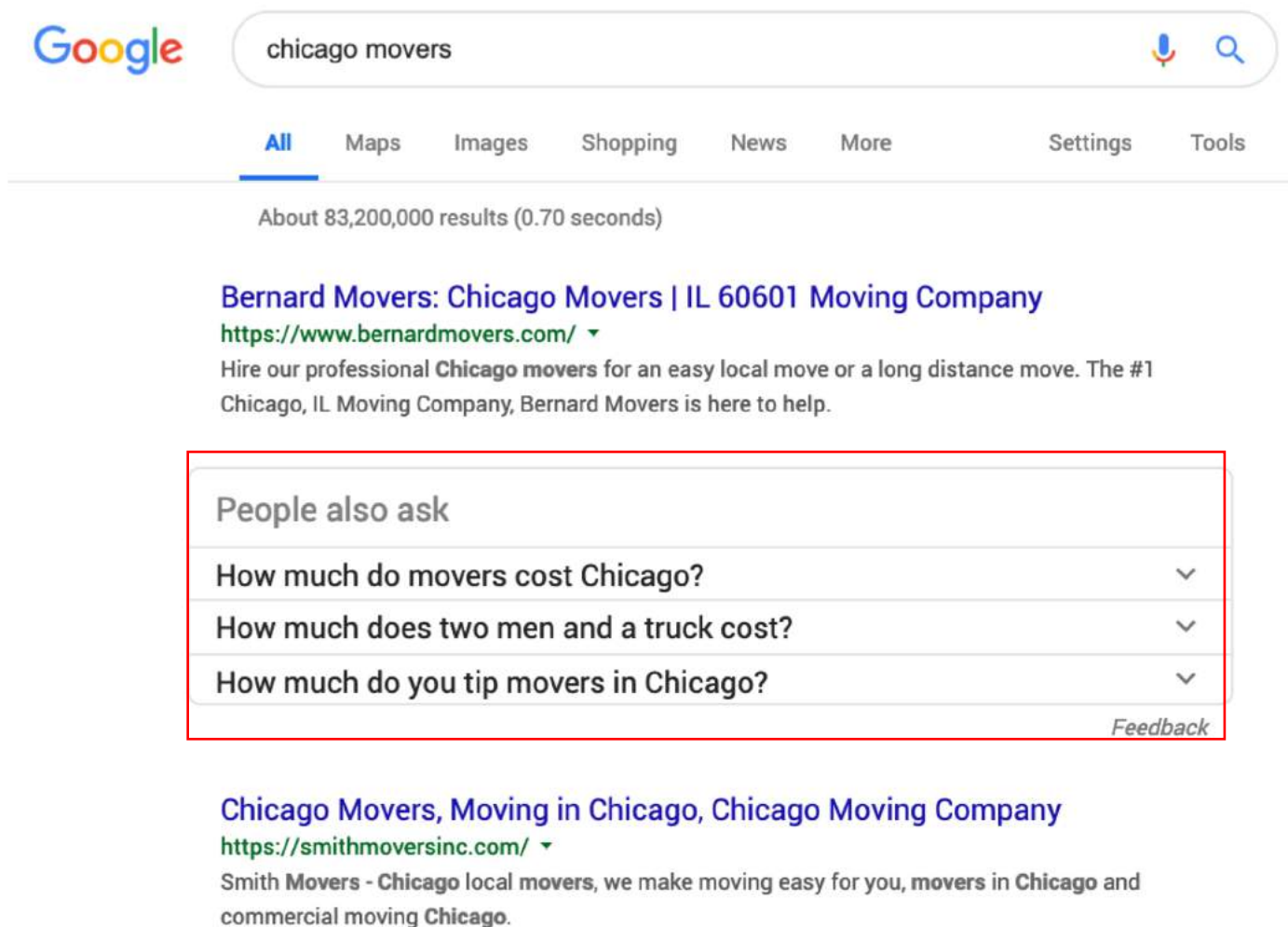
Know this place? [Answer quick questions](#)

Questions & answers
[See all questions \(2\)](#) [Ask a question](#)

Reviews from the web

→ 5/5 CMac.ws Marketing · 111 votes

RELATED QUESTIONS



The image shows a Google search interface for the query "chicago movers". The search bar contains the text "chicago movers" and a magnifying glass icon. Below the search bar, navigation tabs include "All", "Maps", "Images", "Shopping", "News", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 83,200,000 results (0.70 seconds)".

The first search result is for "Bernard Movers: Chicago Movers | IL 60601 Moving Company" with the URL <https://www.bernardmovers.com/>. The description reads: "Hire our professional Chicago movers for an easy local move or a long distance move. The #1 Chicago, IL Moving Company, Bernard Movers is here to help."

Below the first result is a "People also ask" section, which is highlighted with a red border. It contains three questions, each with a dropdown arrow:

- How much do movers cost Chicago?
- How much does two men and a truck cost?
- How much do you tip movers in Chicago?

A "Feedback" link is located at the bottom right of the "People also ask" section.

The second search result is for "Chicago Movers, Moving in Chicago, Chicago Moving Company" with the URL <https://smithmoversinc.com/>. The description reads: "Smith Movers - Chicago local movers, we make moving easy for you, movers in Chicago and commercial moving Chicago."

RELATED QUESTIONS

People also ask

How much do movers cost Chicago? ^

How Much Does it Cost to Move in Chicago?

Price by Home Size	# Movers	Average Hourly Rate
1 Bedroom, Large (524cf)	3 movers + truck	\$106
2 Bedroom (892cf)	3 movers + truck	\$106
3 Bedroom (1215cf)	4 movers + truck	\$130
4 Bedroom (1815cf)	4 movers + truck	\$130

2 more rows

[How Much Does it Cost to Move in Chicago, Locally? - Unpakt](https://www.unpakt.com/blog/much-cost-move-chicago/)
<https://www.unpakt.com/blog/much-cost-move-chicago/>

Search for: [How much do movers cost Chicago?](#)

How much does two men and a truck cost? v

How much do you tip movers in Chicago? v

How much does it cost to move a 1 bedroom apartment? v

How much does it cost to move apartments? v

Feedback

INSTANT ANSWERS

Google

How much do movers cost Chicago?

All Shopping News Maps Images More Settings Tools

About 67,900,000 results (0.73 seconds)

Calculate Your Moving Costs | How Much Will It Cost To Move?
[Ad](#) www.moving.com/MovingCost
Calculate Your Moving Costs Online. Get Up To 4 Free Quotes From Top Movers. No Obligation. Licensed Movers. Instant Price Quote. Services: Moving Cost Calculator, Professional Movers, Long Distance Movers, Full-Service Movers, Free No-Obligation Quotes. Free Moving Quotes - \$0.00 - No Commitment · More ▾

\$499 – Long Distance Moving | Price Calculator - Enter ZIP
[Ad](#) www.2movers.com/Enter_Your_ZIP/Get_Quotes
*rates as low as \$499 subject to availability, move size, distance and location. Enter ZIP - Get Ra...
Get 3 Free Moving Quotes · I Am Moving Out Of State

Moving Cost Calculator - Enter | Zip From, Zip To - View Prices
[Ad](#) www.quoterunner.com/Please_Enter/Moving_From_Zip
Get 4 Moving Quotes in Seconds! Out Of State Moving From \$499 · Local \$250, \$499 Out of State Movers. Enter Zip - View Rates. Local · Long Distance. Live Support 24/7. View On-Screen Quotes. Out of State Moving - from \$499.00 - Anywhere in the US · More ▾

Moving to Another State? Try | Our MOVING COST CALCULATOR™
[Ad](#) www.budgetvanlines.com/
We Do All The Driving & Loading - Budget Van Lines ® - Enter ZIP - Get My Quotes. Rates as Low ...

How Much Does it Cost to Move in Chicago?

Price by Home Size	# Movers	Average Hourly Rate
1 Bedroom, Large (524cf)	3 movers + truck	\$106
2 Bedroom (892cf)	3 movers + truck	\$106
3 Bedroom (1215cf)	4 movers + truck	\$130
4 Bedroom (1815cf)	4 movers + truck	\$130

2 more rows

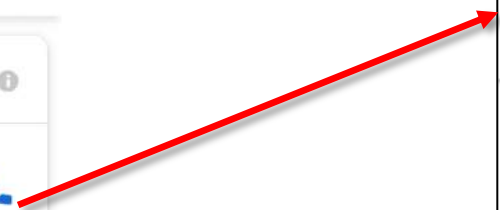
How Much Does it Cost to Move in Chicago, Locally? - Unpakt
<https://www.unpakt.com/blog/much-cost-move-chicago/>

About this result Feedback

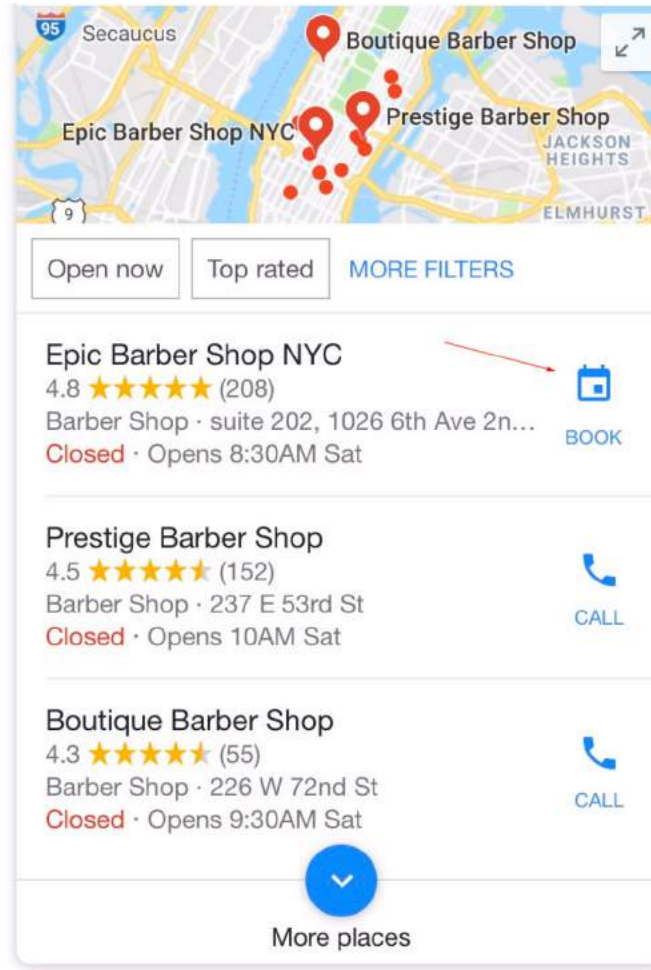
LOCAL SERVICE ADS

A screenshot of a Google search for "chicago movers". The search bar shows "chicago movers" with a search icon. Below the search bar are tabs for "ALL", "MAPS", "IMAGES", "SHOPPING", and "VIDEOS". The results show a "Sponsored" section with "50+ movers nearby". Two local service ads are visible: "Wolley Movers" (4.9 stars, Google Guaranteed, Closed now) and "E-Z Movers" (3.7 stars, Google Guaranteed, Closed now). A "More movers" button is at the bottom. Below the ads is an advertisement for "All My Sons Moving® | One Less Headach..." with a URL "quote.allmysons.com/Chicago/Chicago".

A screenshot of the "Local Services by Google" interface. It features a search form with a "SERVICE" dropdown menu (currently set to "Select a service"), a "ZIP CODE" input field (with the placeholder "Enter ZIP code (optional)"), and a blue "SEARCH" button. Below the form is a "GOOGLE GUARANTEED" badge with the text "Get the job done right or Google pays you back." and a link to "Learn more · Terms & policies". Below this is a "Sponsored" section listing three service providers: "Wolley Movers" (4.9 stars, Google Guaranteed, Closed now), "E-Z Movers" (3.7 stars, Google Guaranteed, Closed now), and another "E-Z Movers" listing (3.7 stars, Google Guaranteed, Closed now). Each listing includes a "Call" button.

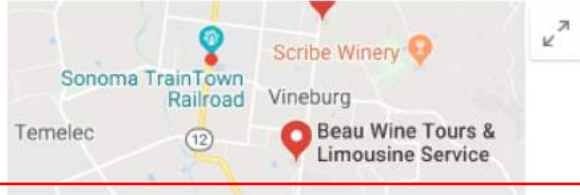


TRANSACTIONS



FILTERS/MOBILE IMAGES

Wine Tours
near Sonoma, CA



Open now Top rated Visited Haven't visited MORE F

Wine Country Journeys LLC
5.0 ★★★★★ (15)
Sightseeing Tour Agency · 1083 Vine St
Open · Closes 8PM

Platypus Wine Tours in Sonoma
5.0 ★★★★★ (50)
Tour Operator · 19800 8th St E


Grapeline Wine Tours
4.9 ★★★★★ (28)
Tour Operator

Beau Wine Tours & Limousine Service
4.7 ★★★★★ (45)
Tour Operator · 21707 8th St E Suite A

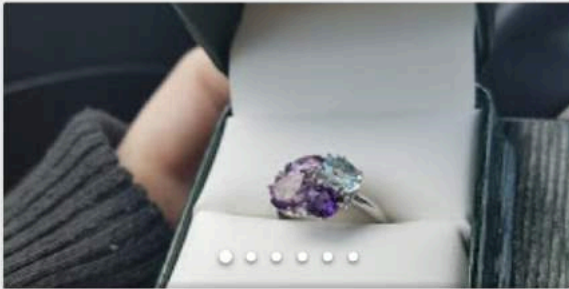
Search LTE 4:06 PM 5%
google.com

jewelry williamsville MAP

Open now Top rated MORE FILTERS



Barbara Oliver Jewelry
4.9 ★★★★★ (150)
Jewelry Store · 5820 Main St 311
Closed · Opens 10AM Thu



Scanlon's Jewelers
5.0 ★★★★★ (23)

EVENTS

Google search results for "events in sonoma county this weekend". The search bar shows the query and a microphone icon. Below the search bar are navigation links: All, News, Shopping, Maps, Images, More, Settings, Tools. The main results section is titled "Sonoma County, California > Events" and displays a grid of event cards. Each card shows the date, time, and event name.

Thu, Oct 18 6:30 AM	Harvest Summit	Sat, Nov 3 12:00 AM	November 3, 2018 - EFT...	Sat, Dec 8 3:00 AM	Taste West Sonoma Ho...
Fri, Nov 2 5:00 PM	A Wine And Food Affair	Sun, Nov 4 10:00 AM	Sonoma Wine & Walkin...	Thu, Mar 14 12:00 AM	March 14, 2019 - EFT Pr...

Calendar of Events - County of Sonoma, California

<https://sonomacounty.ca.gov/Calendar/>

Meeting Location: Guerneville. The County of Sonoma is updating County regulations for septic systems in order to meet state mandated regulations that protect ...

- Thu, Oct 18 Project Review and Advisory ...
- Thu, Oct 18 Civil Service Commission ...
- Thu, Oct 18 Dry Creek Valley Citizens ...

Upcoming Events - Sonoma Family Life Magazine

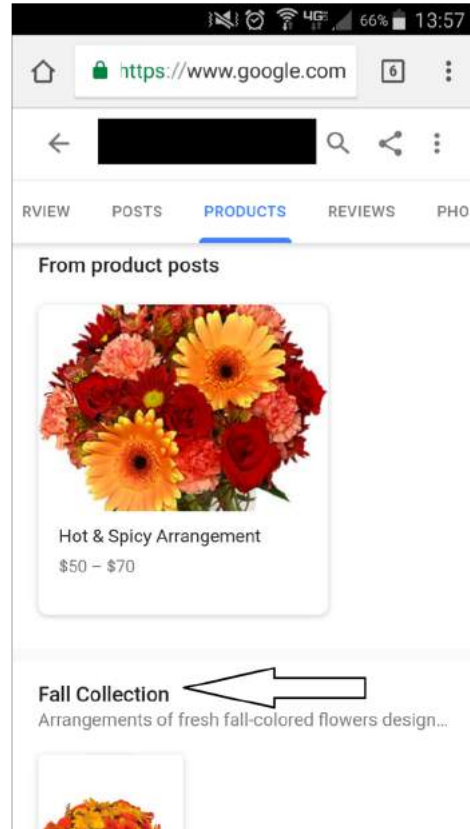
www.sonomafamilylife.com/search/event/upcoming-events/

Results 1 - 10 - Find events for your family. Move the map or adjust the zoom to find more events.

Search View Map. Reset Date. Previous. Page 1 (Results 1-10).

- Fri, Oct 19 Preschool Story Time Rohnert Park-Cotati Regional ...
- Fri, Oct 19 Bodega Marine Laboratory Tours Bodega Marine Laboratory
- Fri, Oct 19 Crazy, Awesome Science ... Children's Museum of Sonoma ...

PRODUCTS

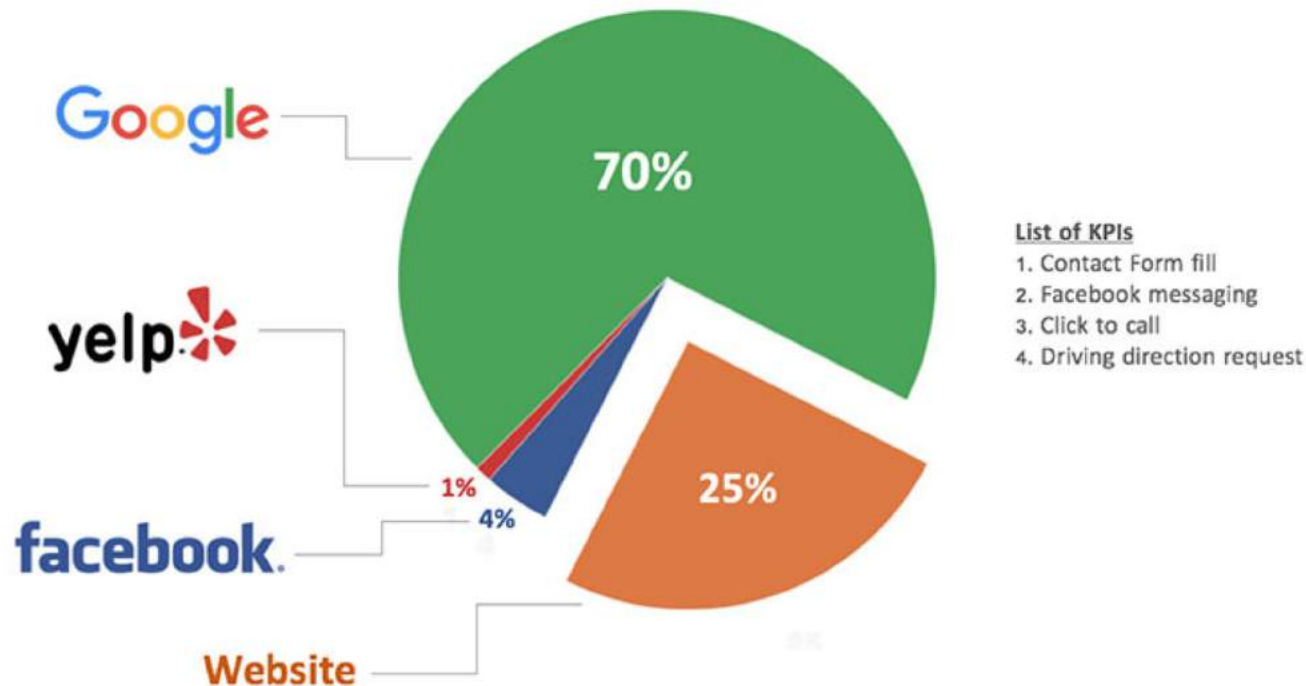


GMB FEATURES LAUNCHED IN PAST 2 YEARS

- Posts
- Offers
- Services
- Description
- Q&A
- Websites
- Videos
- Messaging
- Local Service Ads
- Products

THESE FEATURES DRIVE LEADS

Key Performance Indicator Action Sources



List of KPIs

1. Contact Form fill
2. Facebook messaging
3. Click to call
4. Driving direction request

In this case study, 70% of KPIs happened on Google!

<https://www.getfivestars.com/blog/google-as-the-new-home-page/>



LOCAL SEO 101 BACK IN THE DAY

CONTENT + TECH + LINKS
= RANKINGS

LOCAL CITATIONS





Off The Strip at the LINQ ★
 3.6 ★★★★★ 112 Google reviews
 \$\$ · Restaurant [Website](#) [Directions](#)

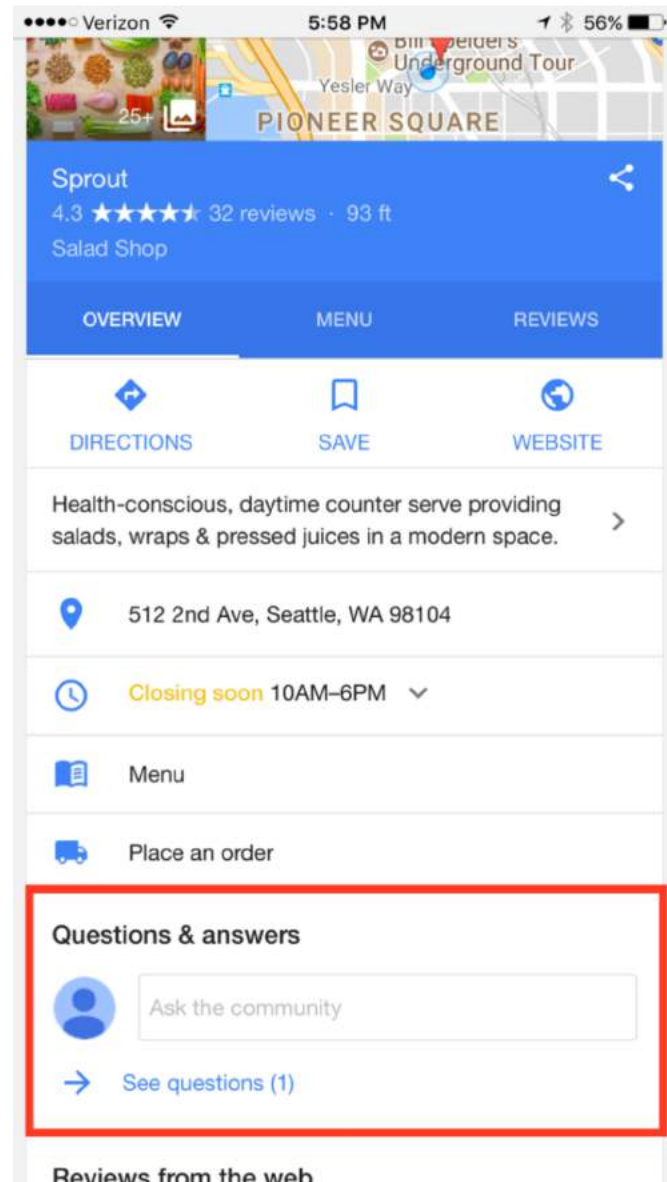
Family-owned restaurant & bar offering American & Italian comfort eats in a relaxed, lofty space.
Located in: The Linq Hotel & Casino
Address: 3545 S Las Vegas Blvd, Las Vegas, NV 89109
Hours: Open today · Open 24 hours ▾
Menu: caesars.com
Reservations: opentable.com
Phone: (702) 331-6800
[Suggest an edit](#)



Know this place? Answer quick questions

Reviews from the web

OpenTable	Facebook	Zomato
4.1/5	4.4/5	3/5
231 reviews	300 votes	9 votes



[Suggest an edit](#)

Barbara Oliver Jewelry
on Google

Pearls are the gem for June along with Alexandrite. Pearls belong to a handful of [Learn more](#)

Happy Birthday June Alexandrite and pearl your gems. This cast-crafted ring features



HOW DO YOU RANK IN GOOGLE'S LOCAL PACK?

(2017 Data)

GMB "AUTHORITY"

- GMB Reviews
- GMB Photos
- Keyword in Business Name

WEBSITE FACTORS

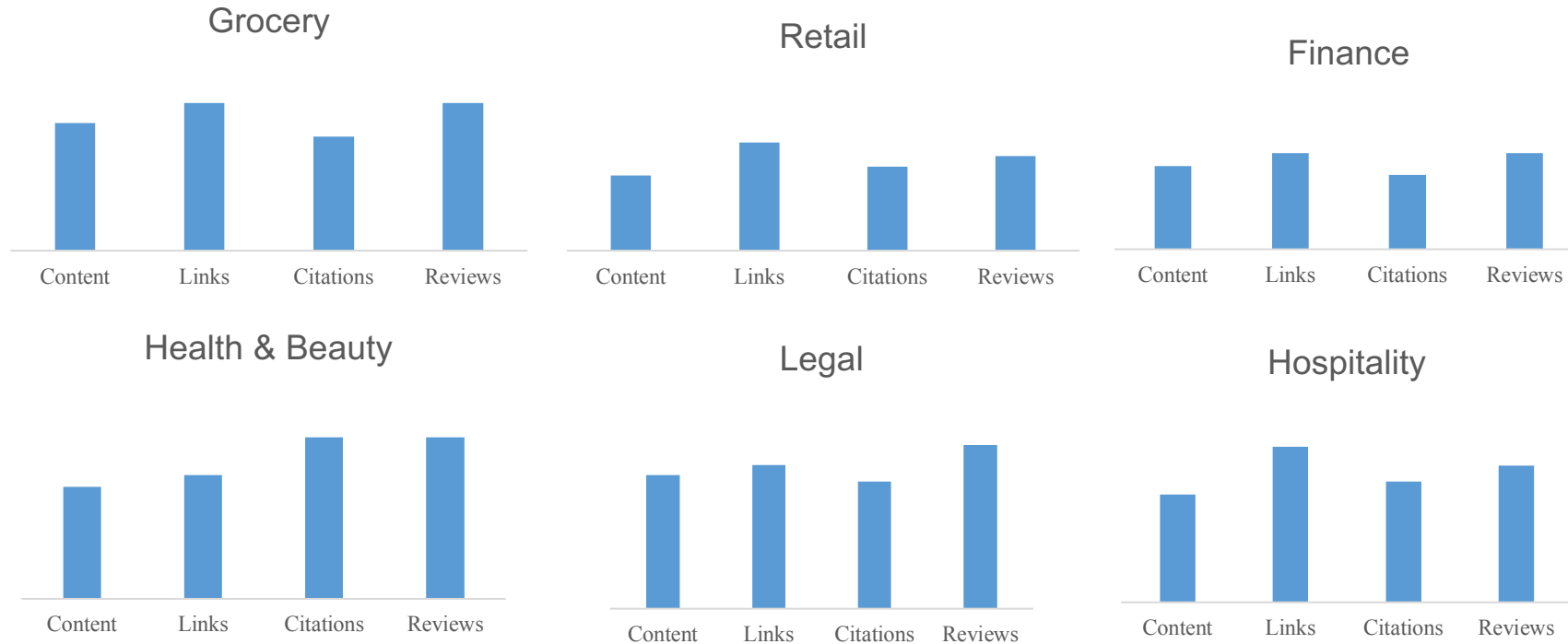
- # Words on GMB Landing Page
- # Images on GMB Landing Page

BACKLINKS

- Quality
- Quantity
- #/% Backlinks w City in Anchor Text
- #/% Backlinks w Keyword in Anchor Text

<http://www.localseoguide.com/guides/local-seo-ranking-factors/>

These Days, Rankings Vary By Vertical!

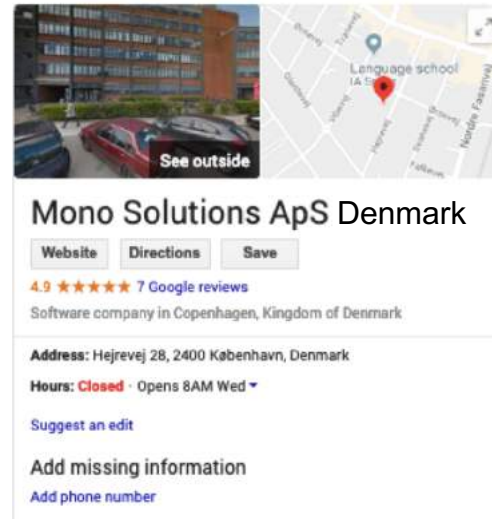
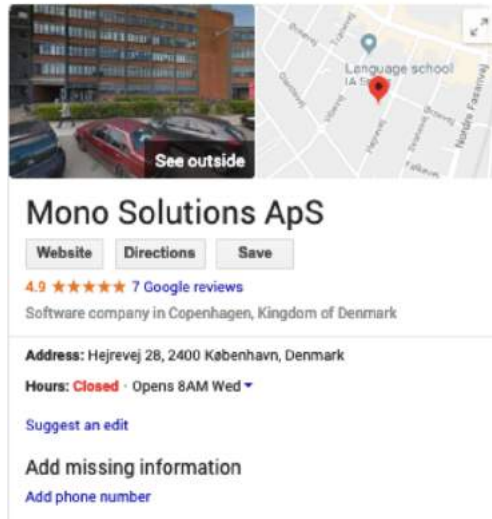


Source: LSG Local Search Ranking Factors Study 2019

HOW TO OPTIMIZE YOUR GOOGLE MY BUSINESS PAGE

1. Claim and make sure info is correct
2. Pick the correct categories
3. Add photos, descriptions, hours and anything else relevant
4. Link your GMB page directly to your most relevant website page
5. Find and delete duplicate listings
6. Find and delete old business names
7. Encourage your customers to leave reviews on Google and ask questions via GMB
8. Make sure you local citations data is consistent with your GMB data and the info on your website
9. Check your listings regularly-make sure Google hasn't changed them!

GMB BUSINESS NAMES

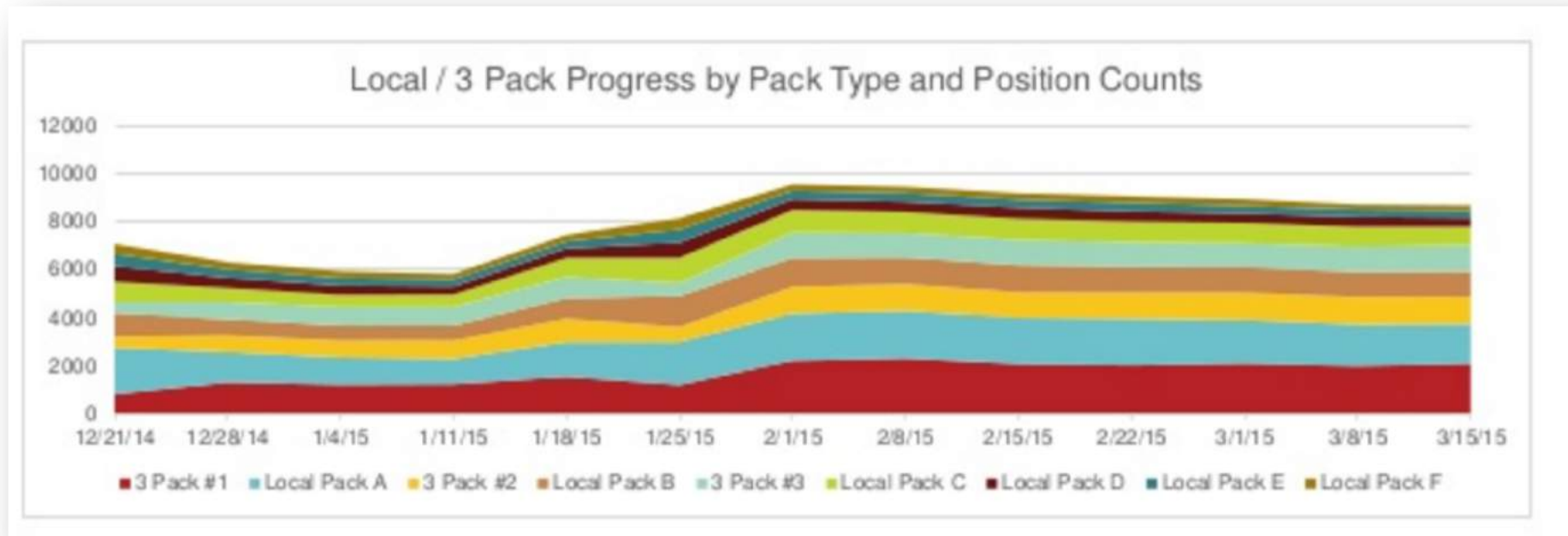


Guess which one typically works better?

BUT YOU'LL WANT TO DO THIS



WHAT CAN HAPPEN WHEN YOU FIX YOUR LOCAL CITATIONS



<http://www.localseoguide.com/enforced-nap-consistency-scale-happened/>

CONTENT: PUBLISH OR PERISH!



LOGIN SIGN UP

- STATES
- DISPENSARIES
- DEALS
- TRAVEL
- STRAIN PROFILES / REVIEWS
- MARIJUANA NEWS & CULTURE
- GUIDES

Travel Guides

[Home](#) > Travel Guides

Our complete travel guides will show you “where to buy, where to stay, and what to do” in various regions and cities in Colorado -- all with a cannabis twist. Whether you are looking for general information, nearby dispensaries, 420 friendly lodging, suggestions for dining or the next big adventure, we’re here to give you a local’s perspective.

Summer Guides



Aspen

Including Snowmass and the Roaring Fork Valley



Summit County

Including Breckenridge, Frisco, Keystone & Dillon



Vail Valley

Including Vail, Avon, Eagle & Beaver Creek



Need a place to stay?



Marijuana Friendly
Hotels and
Accommodations



FAQs

The screenshot shows the top navigation bar of the Local SEO Guide website. On the left is the 'LOCAL SEO GUIDE' logo with the tagline 'SEO Made Simple.' In the center, it says 'We're an Inc. 5000 company!' with a search box and a 'SEARCH' button. The navigation menu includes: HOME, SEO SERVICES, OUR WORK, BLOG, GUIDES, ABOUT US, and CONTACT.

The main content area features a blue header for 'THE BLOG'. The featured article is 'How To Add a Business To Internet Yellow Pages Listings For Free' by Andrew Shotland, dated October 19, 2007. The article includes social media sharing icons for Facebook, Twitter, Google+, LinkedIn, and Email. Below the author's name is a photo of Andrew Shotland. The article text begins with 'It's Mr. Data!' and discusses the importance of keeping location and services data up to date across the web. It lists several local directories and offers a free business listing scan.

On the right side of the page, there are three sections: 'Check Out Our New GMB Tool!' with the 'LOCADIUM' logo and tagline 'Elemental Data for Local SEO'; 'Popular Posts' listing articles like 'Local SEO Ranking Factors 2016'; and 'Recent Posts' listing articles like 'The TriModal Local Ranking Algo in One Screenshot'.

<http://www.localseoguide.com/how-to-update-your-internet-yellow-pages-listings-for-free/>



OPTIMIZE CONTENT THAT ALREADY RANKS WELL



Taxi Latino Of Long Island

35 Brooklyn Rd Hempstead NY, 11550

General Information

Taxi Latino Of Long Island, taxi service, listed under "Taxi Services" category, is located at 35 Brooklyn Rd Hempstead NY, 11550 and can be reached by 5164892222 phone number. Taxi Latino Of Long Island has currently 2 reviews.

Hire a town car from the Taxi Latino Of Long Island car service. Their friendly drivers will take you to any zip codes in the NYC/Long Island area. Taxi Latino Of Long Island is your official cab company of Hempstead.

This business listing is not yet claimed, and if you are **the owner**, [claim your business listing for free](#).

[Browse all Taxi Services](#) in Hempstead NY. Discover [census data for Hempstead, NY](#).

<http://www.showmelocal.com/profile.aspx?bid=365755>

USE YOUR WORDS...

Hernandez Tree service
4.9 ★★★★★ (261)
10 years in business
307 hires on Thumbtack
Plano, TX 75075

About
Pruning trees and shrubs is now an easy task when you choose this business. This local tree service company provides services that will surely meet your needs.

Santamaria Irrigation Landscapes
4.7 ★★★★★ (139)
220 hires on Thumbtack
Richardson, TX 75080

About
If you are seeking professionals who offer tree removal services, choose these individuals. They also offer lawn sprinkler system repair services.

Will's Tree Trimming
4.9 ★★★★★ (132)
137 hires on Thumbtack
Garland, TX 75041

About
If you need assistance with trimming trees, consider this expert. The lawn care services provided by this reliable individual are also laudable.

<https://www.thumbtack.com/tx/dallas/tree-trimming/>

ARE YOUR TITLES THE BEST?

[25 Best Tree Services - Dallas TX | Tree Removal - HomeAdvisor.com](#)

[www.homeadvisor.com](#) > [Pro Ratings & Reviews](#) > [Texas](#) > [Dallas](#) ▾

This does not mean you can use a chainsaw and a strong push to fell a tree, though. Plus, any tree on the parkway requires a permit for removal. Although to fell a tree is no simple task, it's often what happens once the tree is on the ground that causes problems between homeowners and Dallas tree service contractors.

[Best Tree trimming service in Dallas, TX - Yelp](#)

https://www.yelp.com/search?find_desc=Tree+Trimming+Service...Dallas%2C+TX ▾

Reviews on Tree trimming service in Dallas, TX - Castro's Tree Service, Chippers Tree Service, Dallas Tree Surgeons, White Rock Tree Wizards, Affordable Tree ...

[Tree Service | Dallas, TX | Tree Trimming, Tree Removal | Arborist](#)

[dallastreesurgeons.com/](#) ▾

Dallas Tree Surgeons is the premier tree service in Dallas, Texas providing tree trimming, tree removal, stump grinding, tree sales, cabling and bracing, tree care and complete arborist services such as tree treatment and fertilization.

[The 10 Best Tree Trimming Services in Dallas, TX 2017 - Thumbtack](#)

<https://www.thumbtack.com> > [TX](#) > [Dallas](#) ▾

Here is the definitive list of Dallas's tree trimming services as rated by the Dallas, TX community. Want to see who made the cut?

[Removal - City of Dallas](#)

[dallascityhall.com/departments/sustainabledevelopment/arborist/Pages/removal.aspx](#) ▾

51A-10.130, a tree removal permit is required for the removal of protected trees ... TAXES FOR MAINTENANCE AND OPERATIONS ON A \$100,000 HOME BY ...

[Best Dallas Tree Services | Guide to Tree & Stump Removal Costs in ...](#)



ARE YOU SELLING ME IN THE SERPS?

Dallas Bed Bug Treatment | ABC Home & Commercial

<https://www.abchomeandcommercial.com/dallas/pest-control/bed-bugs> ▼

Dallas Bed Bug Treatment and Extermination. We've all been told to "sleep tight, don't let the bed bugs bite" at one time or another, but unfortunately the ...

Best Bed bug exterminator in Dallas, TX - Yelp

https://www.yelp.com/search?find_desc=Bed+Bug+Exterminator...loc=Dallas%2C... ▼

Reviews on Bed bug exterminator in Dallas, TX - Dynasty Pest Control, Bug Head Pest Control, Protex Service, Xpert Pest Solutions, Texas Pest Solutions, Heat ...

The 10 Best Bed Bug Treatments in Dallas, TX 2017 (Free Estimates)

<https://www.thumbtack.com> > TX > Dallas ▼

Worth area and throughout East Texas. We offer a variety of services: Pre and post construction termite treatments, Termite Inspections, WDI reports, Mosquito Control, Rodent Control, Preventative Pest Control services, Bed Bugs, Fire Ants, Ants, Fleas, Ticks, Spiders, Roaches, etc.

The 10 Best Bed Bug Exterminators in Dallas, TX 2017 (Free Estimates)

<https://www.thumbtack.com> > TX > Dallas ▼

Here is the definitive list of Dallas's bed bug exterminators as rated by the Dallas, TX community. Want to see who made the cut?

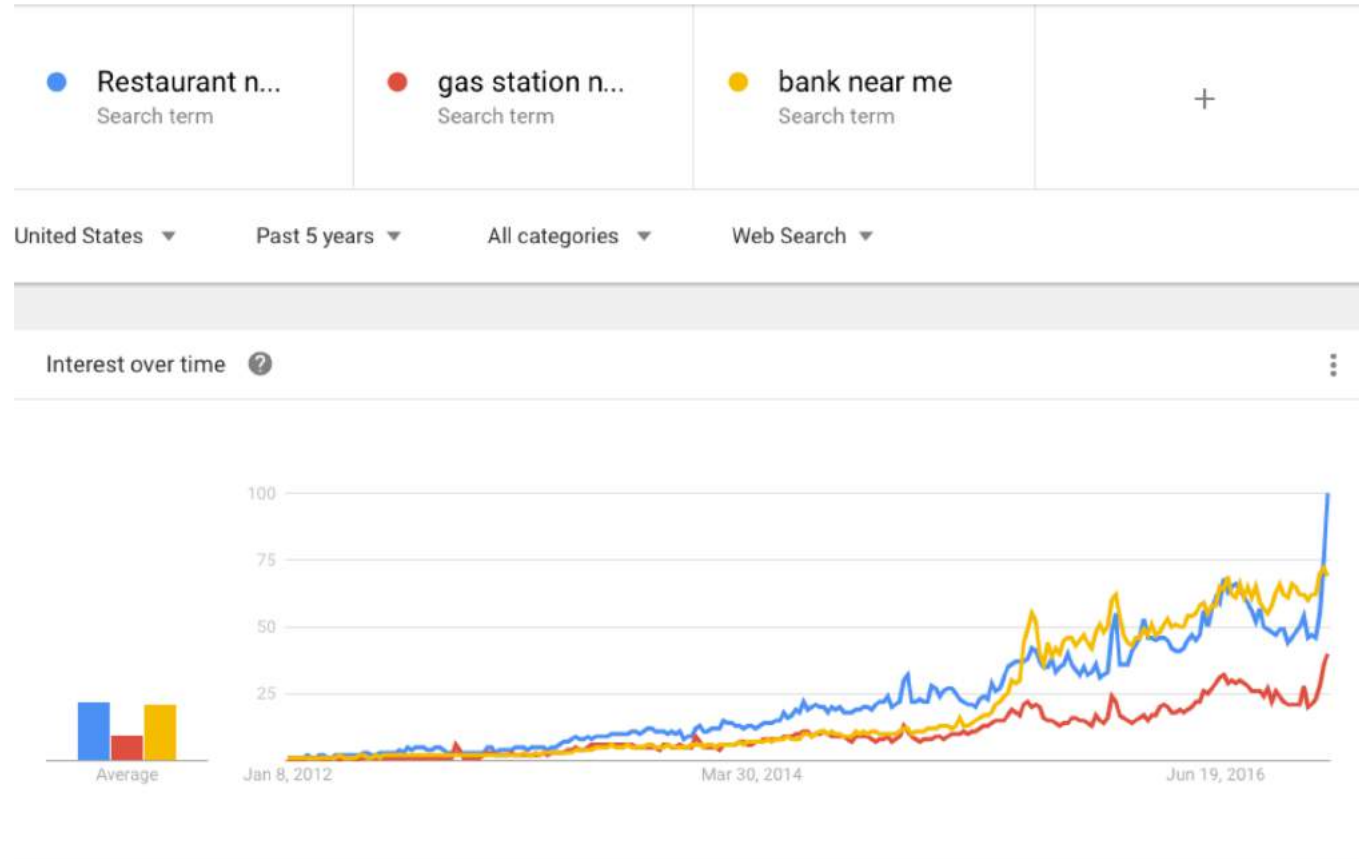
Bed Bug Treatment Dallas

bedbugtreatmentdallas.com/ ▼

Liquid pesticide is applied at all cracks and crevices where the pests may be hiding. The bed bug's eggs are not eliminated by the liquid, hindering its effectiveness. It takes up to 30 days for all bed bugs to come in contact with the pesticide and succumb. 6 month bed bug warranty is included with this option.



ARE YOU “NEAR ME?”



<http://www.localseoguide.com/near-local-seo-ranking-factors/>



Yuki Yama Sushi
381 Reviews
Park City, UT

Lespri Prime Steak Sushi Bar
217 Reviews
Park City, UT

Shabu
294 Reviews
Park City, UT

Blind Dog Resta
290 F
Park City, UT

Best restaurants near me

Popular types of food & restaurants near you

POPULAR CUISINES

- African Food Near Me
- British Food Near Me
- Cajun Food Near Me
- Caribbean Food Near Me
- Chinese Food Near Me
- Eastern European Food Near Me
- French Food Near Me
- German Food Near Me
- Greek Food Near Me
- Indian Food Near Me
- International Food Near Me
- Irish Food Near Me
- Italian Food Near Me
- Japanese Food Near Me

- Mediterranean Food Near Me
- Mexican Food Near Me
- South American Food Near Me
- Spanish Food Near Me
- Thai Food Near Me
- Vietnamese Food Near Me

POPULAR RESTAURANTS

- American Restaurants Near Me
- Asian Restaurants Near Me
- BBQ Restaurants Near Me
- European Restaurants Near Me
- Fusion Restaurants Near Me
- Middle Eastern Restaurants Near Me
- Seafood Restaurants Near Me

Steakhouse Restaurants Near Me

OTHER FOOD & DRINK NEARBY

- Cafe Near Me
- Deli Near Me
- Pizza Near Me
- Soup Near Me
- Sushi Near Me



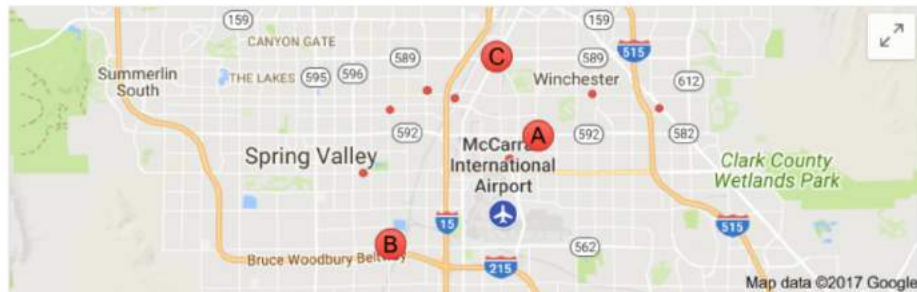
Google pot dispensaries near mccarran airport

All Maps Shopping News Images More Settings Tools

About 135,000 results (1.23 seconds)

▶ [Cannabis Dispensaries near McCarran International Airport in ... - Yelp](#)

<https://www.yelp.com> > Las Vegas > Shopping > Cannabis Dispensaries
5757 Wayne Newton Blvd, Las Vegas, NV 89119. ... Las Vegas, NV 89130 Phone number (702) 478-6969. ... Las Vegas, NV 89119 Phone number (702) 463-5777.



Hours ▾

- A Pisos**
4110 S Maryland Pkwy #1 · (702) 367-9333
Open until 3:00 AM
[WEBSITE](#) [DIRECTIONS](#)
- B Medizin - Las Vegas Medical Marijuana Dispensary**
4850 W Sunset Rd #130 · (702) 206-1313
Closed now
[WEBSITE](#) [DIRECTIONS](#)
- C Essence Cannabis Dispensary**
2307 S Las Vegas Blvd · (702) 978-7591
Closing soon: 12:00 AM
[WEBSITE](#) [DIRECTIONS](#)

[More locations](#)

▶ [The Nearest Dispensaries to the Airports in Legal States | Leafly](#)

<https://www.leafly.com/news/food-travel.../marijuana-dispensaries-closest-to-the-airpo...>
Feb 15, 2017 - The Closest Marijuana Dispensary to the Colorado Springs Airport. Closest ...
Reciprocity, Baby: Leafly's Medical Cannabis Guide to Las Vegas ...

NEED A LIFT?

Best 30 Taxis in Dallas, Texas with Reviews - YP.com

<https://www.yellowpages.com/dallas-tx/taxis>

122 results - Dallas Superior Transportation Service/limo/taxi ... reliable transportation to and from all major local airports including Dallas Forth Worth International ...

Best Cheap Taxi Service in Dallas, Texas with Reviews - YP.com

<https://www.yellowpages.com/dallas-tx/cheap-taxi-service>

133 results - Find 133 listings related to Cheap Taxi Service in Dallas on YP.com. See reviews, photos ... DFW Quick Airport Taxi Service. 4439 N O Connor Rd, ...

Best 30 Cab Service in Dallas (75243) with Reviews - YP.com

<https://www.yellowpages.com/dallas-tx-75243/cab-service>

206 results - Find 206 listings related to Cab Service in Dallas (75243) on YP.com. See reviews ... Dallas, TX Cab Service ... DFW Quick Airport Taxi Service.

Cheap Cab in Dallas, TX with Reviews - YP.com

<https://www.yellowpages.com/dallas-tx/cheap-cab>

687 results - Dallas Airport Cab has very comfortable and extremely clean luxury cars. My mom needed transportation to DFW at 03:30 AM. I called Dallas Airport ...

Affordable Airport Transportation Service in Dallas, Texas with ...

<https://www.yellowpages.com/dallas-tx/affordable-airport-transportation-service>

Results 1 - 30 of 378 - Find 378 listings related to Affordable Airport Transportation Service in Dallas on YP.com. See reviews, photos, directions, phone numbers ...

Yellow Cab Locations & Hours Near Dallas, Texas - YP.com

<https://www.yellowpages.com/dallas-tx/yellow-cab>

2515 Irving Blvd Dallas, TX 75207. (214) 841-1900. Airport Transportation · Website. My flight arrived early into DFW and I called the company as instructed ...

Best 30 Long Distance Taxi Service in Dallas, Texas with Reviews ...

[www.yellowpages.com](https://www.yellowpages.com/dallas-tx/long-distance-taxi-service) › Dallas, TX

185 results - Find 185 listings related to Long Distance Taxi Service in Dallas on YP.com ... transportation to and from all major local airports including Dallas Forth ...

Best 30 Wheelchair Accessible Taxi in Dallas, Texas with Reviews ...

[www.yellowpages.com](https://www.yellowpages.com/dallas-tx/wheelchair-accessible-taxi) › Dallas, TX

151 results - Find 151 listings related to Wheelchair Accessible Taxi in Dallas on YP.com. See reviews ... DFW Quick Airport Taxi Service. 4439 N O Connor Rd, ...

Best Taxi Service For Disabled in Dallas, Texas with Reviews - YP.com

<https://www.yellowpages.com/dallas-tx/taxi-service-for-disabled>

Results 1 - 30 of 210 - Find 210 listings related to Taxi Service For Disabled in Dallas on YP.com. See reviews, photos, directions, ... DFW Airport Taxi Service · (1).

Best 30 Shuttle Service in Dallas, Texas with Reviews - YP.com

<https://www.yellowpages.com/dallas-tx/shuttle-service>

81 results - Find 81 listings related to Shuttle Service in Dallas on YP.com. ... Our specialties include Weddings, Special Occasions, & Airport Transportation.

ARE YOU FIGHTING FOR YOUR FAIR SHARE?

yp The Real Yellow Pages® [Sign In](#) · [Join](#)

Home > Dallas, TX > Bars Showing The Mayweather Fight Tonight In Newark Delaware
Dallas, TX **Bars Showing The Mayweather Fight Tonight In Newark Delaware** [About Search Results](#)

BBB Rated A+/A Sort: Default ▾

Sponsored Links

Stone Balloon Ale House
www.stoneballoon.com/ ▾
Unique food menu & friendly staff. Best dining experience in Newark.

1. Gilley's Dallas
★★★★☆ (2) | (29) **Banquet Halls & Reception Facilities**
BBB Rating: A+ [Website](#) [Directions](#) [Services](#) [More Info](#)
1135 S Lamar St, Dallas, TX 75215
(888) 445-5397
 This is Micky Gilley's 2nd place, original was in Houston. Huge place, several bars. Fun place and great place to take visitors.

2. Texas Show Girls - CLOSED
 10945 Composite Dr, Dallas, TX 75220 **Night Clubs, Adult Entertainment, Bars**
(214) 353-9366

3. Mercy Wine Bar
★★★★☆ (17) | (109) **Tapas, Bars, Bar & Grills, Taverns**
BBB Rating: A+ [Website](#) [Menu](#)
5100 Belt Line Rd Ste 544,
Dallas, TX 75254 [Book a Table »](#) [Order Online »](#)
(972) 702-9463

Sponsored [AdChoices](#)

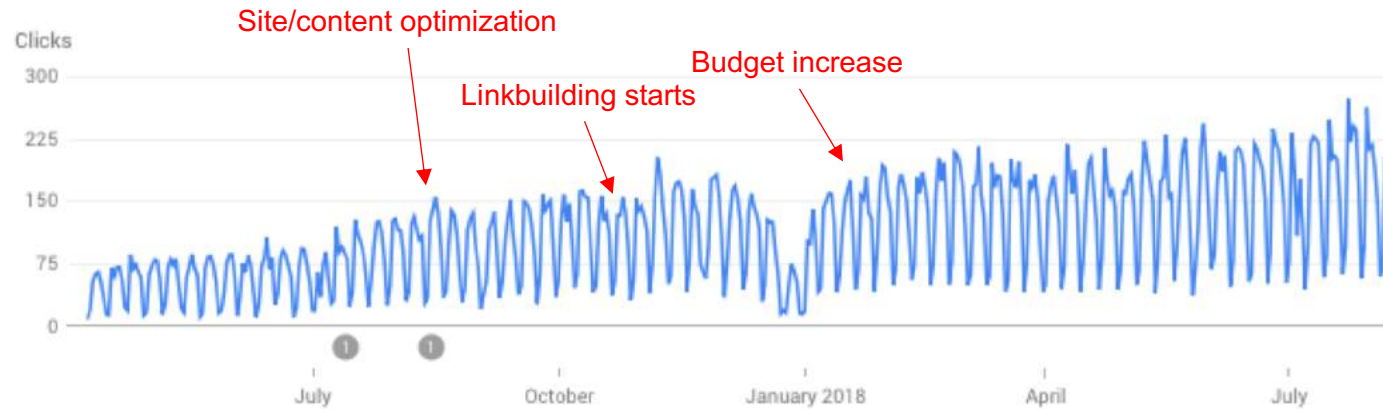
<https://www.yellowpages.com/dallas-tx/bars-showing-the-mayweather-fight-tonight-in-newark-delaware>

GET LINKS!

- Make News
- Ask Partners/Vendors
- Publish Interesting Stuff
- Ask Local Organizations
- Host Local Events



LINKBUILDING + CONTENT WORKS

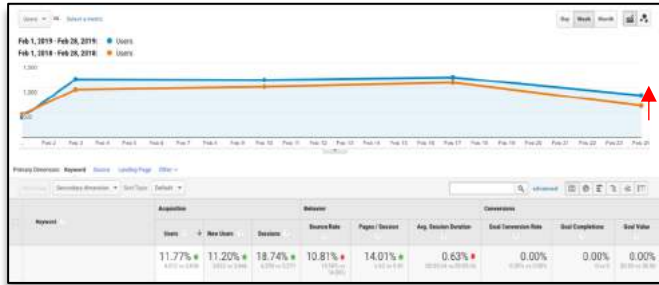


- Client site non-branded organic traffic
- Goal is to book leads from organic traffic
- Site/content optimized in August
- Linkbuilding starting in October
- Increased LB & content budget in January
- In June, client set a record for organic bookings

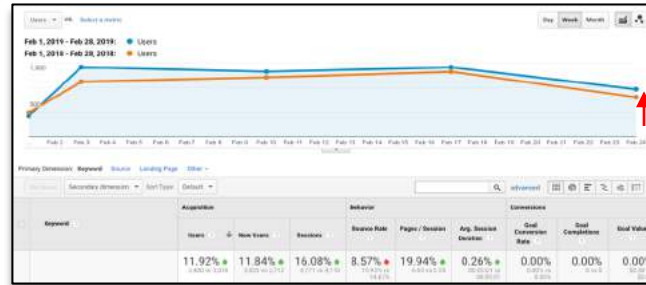
MULTI-LOCATION SEO

- Started in December 2018
- 5 Locations
- 3x week GMB Posts
- Improve Internal Linking to Service Area & Long-Tail Pages
- Rewrote 11 Pages/Site w Optimized Content

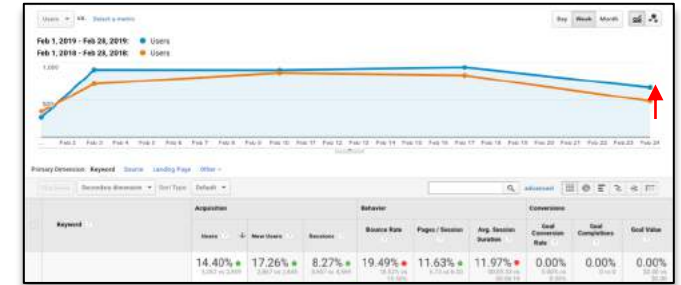
ORGANIC TRAFFIC PERFORMANCE



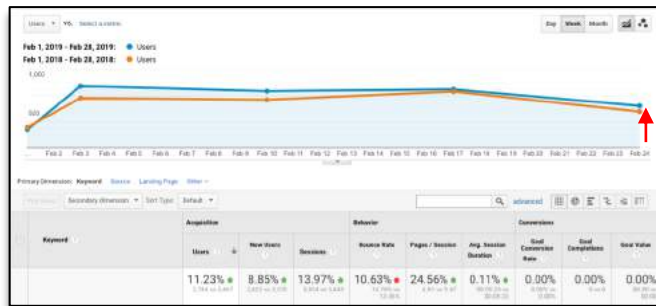
Location 1



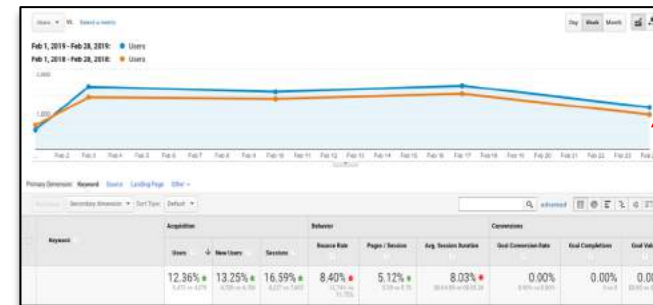
Location 2



Location 3

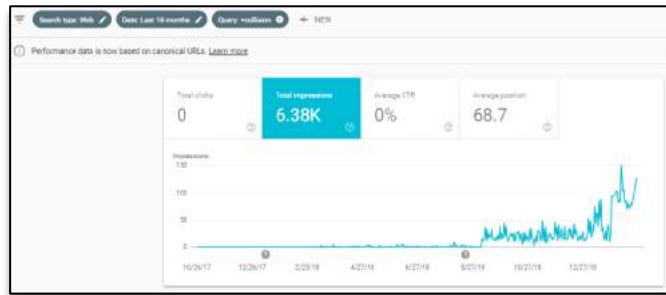


Location 6



Location 5

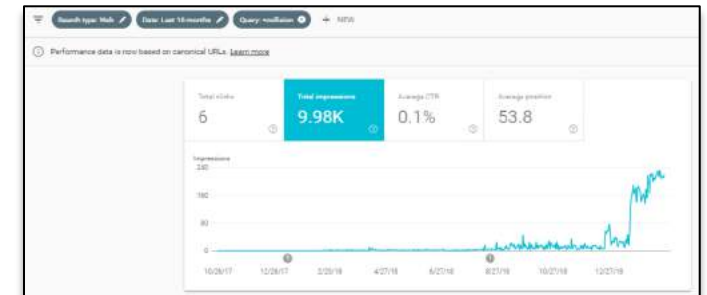
PAGE REWRITES CAN WORK



Location 1



Location 2



Location 3



Location 6



Location 5

Within a month of rewriting, these pages started ranking for a wider variety of keywords



THINGS TO DO...

1. Get Attention
2. Answer Questions on Your Site, On Google, On Everywhere
3. Understand What Your Customers (Consumers *and* Advertisers) Are Searching For
4. Always Be Testing & Tweaking
5. Don't Just Rely On Your Website, or a Single SEO Tactic
6. Go Mobile!

THE BEST SEO INVESTMENT IS CREATING A PRODUCT/SERVICE YOUR CUSTOMERS WANT...

*...and then knowing how to squeeze every last drop of
SEO out of it.*

THANK YOU!

andrew@localseoguide.com

Presentation at www.localseoguide.com/sirva2019

[@localseoguide](#)

