The Awkward State of Local



Mike Ramsey | Nifty Marketing



@MikeRamsey

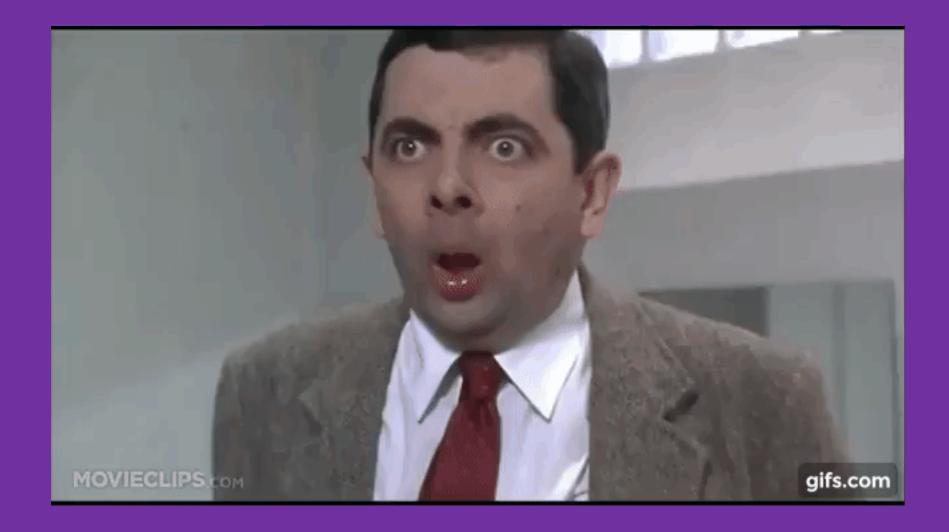


{ insert story here }



That moment when you're the next speaker up for #mozcon and you spill water all over your lap.





awkward

{The Thing}









Do you see the problem?

The **T-Shaped** Web Marketer

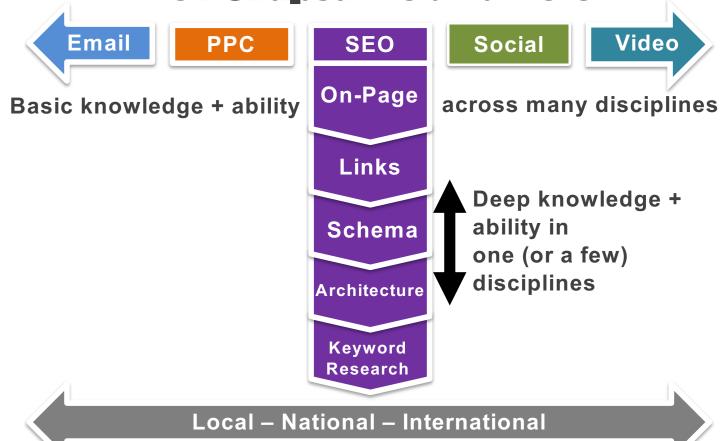
Email PPC Display Video HTML UX SEO Social Community Blogging Content On-Page A wide breadth of basic knowledge across many overlapping disciplines Optimization Earning Links & Shares Making Sites Search Friendly Keyword Research Deep knowledge, experience, & Targeting and ability in one (or a few) Rich Snippets fields & Schema Tools & Metrics Redirection & Canonicalization Personalization & Localization Local SEO & MOZ

Citation Building

The **T-Shaped** Web Marketer

Email PPC Display Video HTML UX SEO Social Community Blogging Content On-Page A wide breadth of basic knowledge across many overlapping disciplines Optimization Earning Links & Shares Making Sites Search Friendly Keyword Research Deep knowledge, experience, & Targeting and ability in one (or a few) Rich Snippets fields & Schema Tools & Metrics Redirection & Canonicalization Personalization & Localization Local SEO & MOZ Citation Building

The **I-Shaped** Web Marketer



Type of focus & approach across many disciplines

nifty

examples



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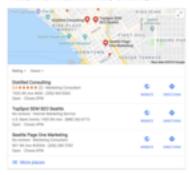
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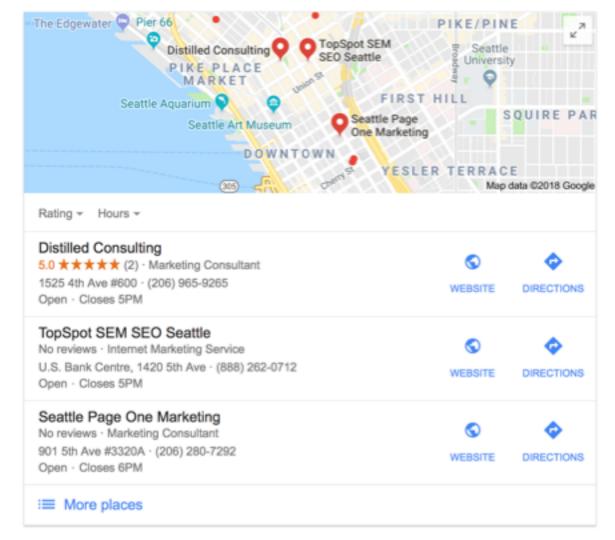
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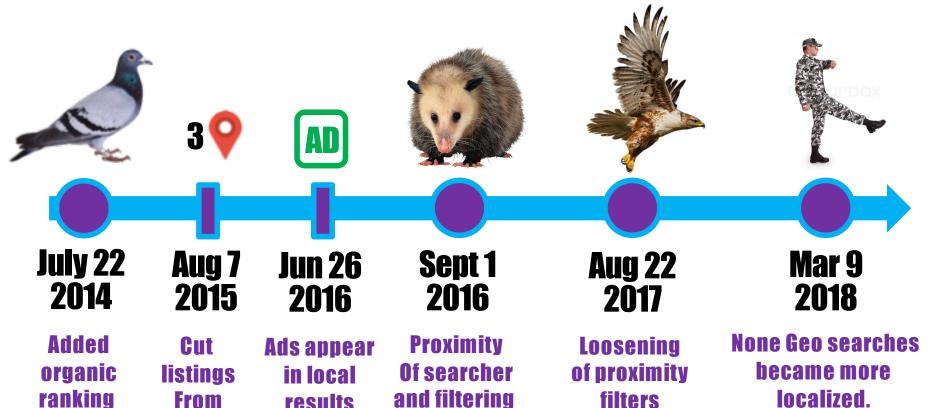
Local

So that you can all become better marketers and take advantage of new opportunities that may or may not present themselves to you in 2018... and beyond.





Major Local Search Updates



of nearby biz

From

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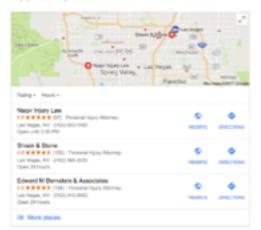
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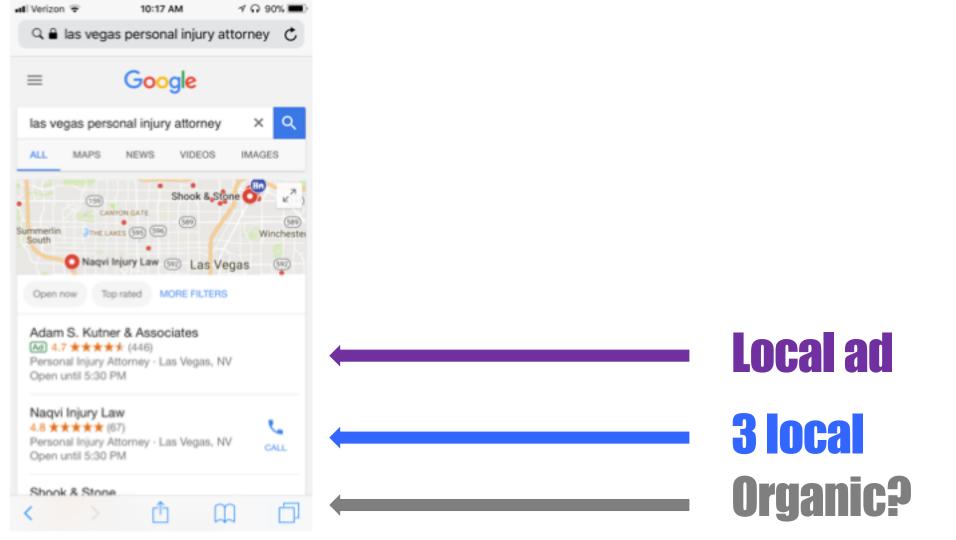
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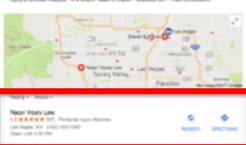
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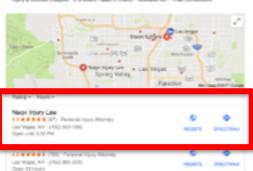
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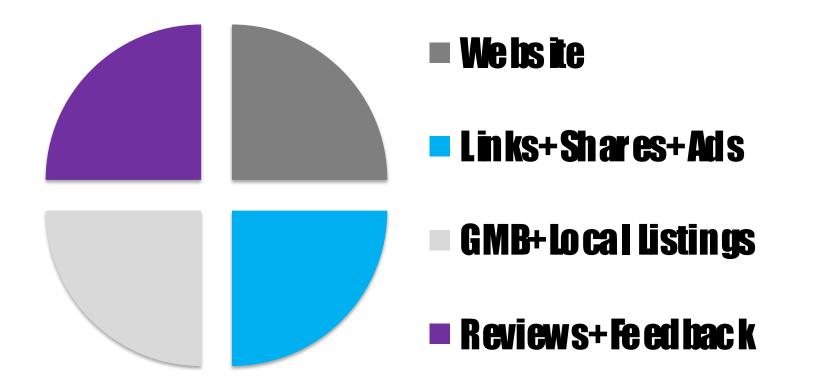
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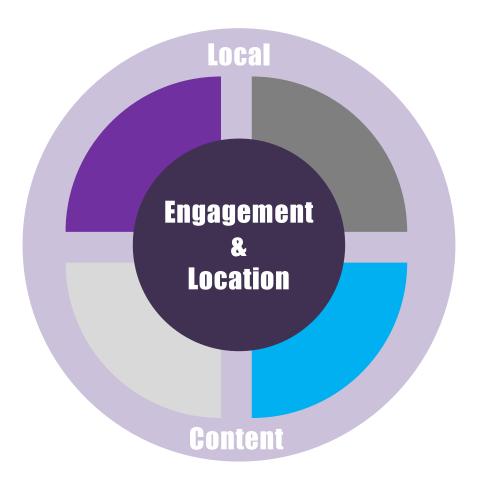
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Pillars of Local Search



Pillars of Local Search



■ Website

Links+Shares+Ads

- GMB+Local Listings
- Reviews+Feedback

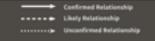


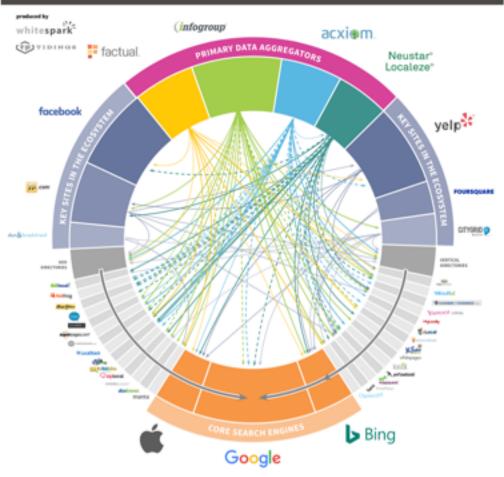
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Start with Google My Business

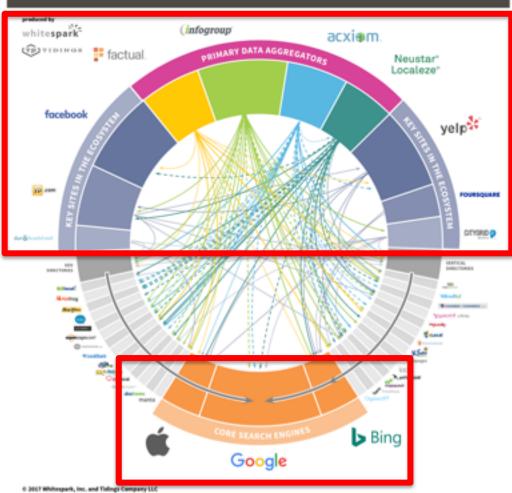
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The Local Search Ecosystem





54/100

Average Moz Local score

Down -13% from 2016



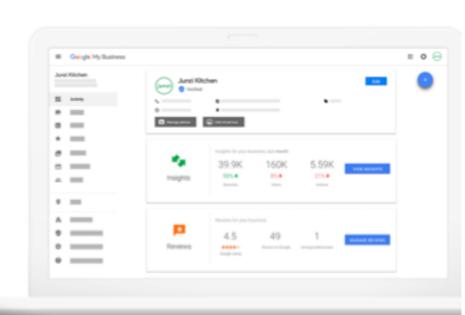
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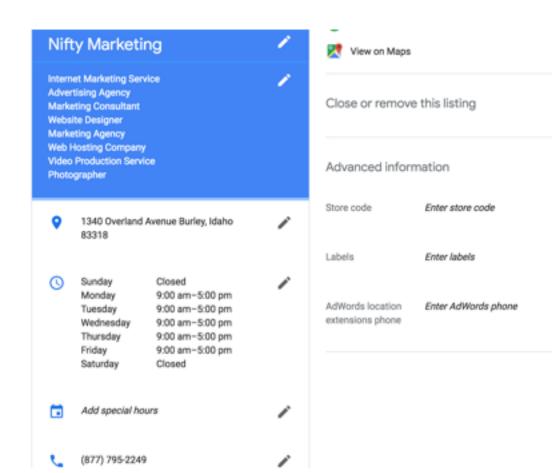






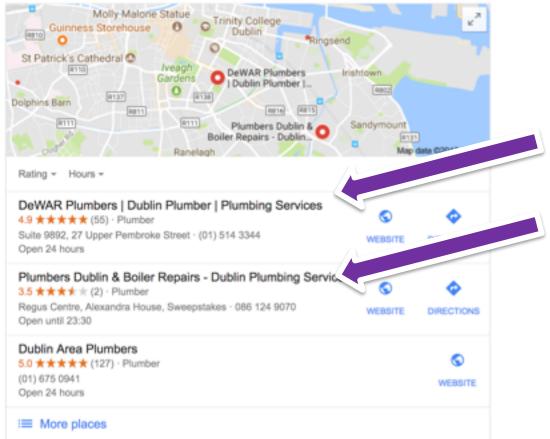
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Add new location





Of local businesses have the location or key term in their business title



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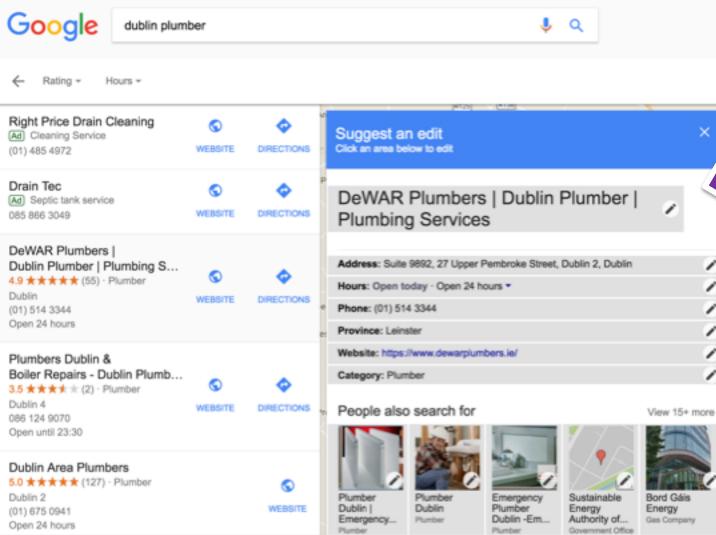
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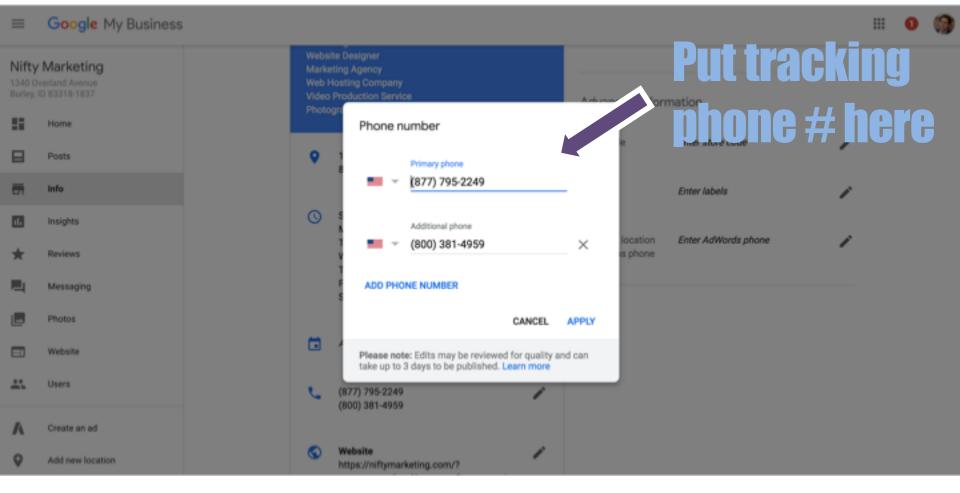




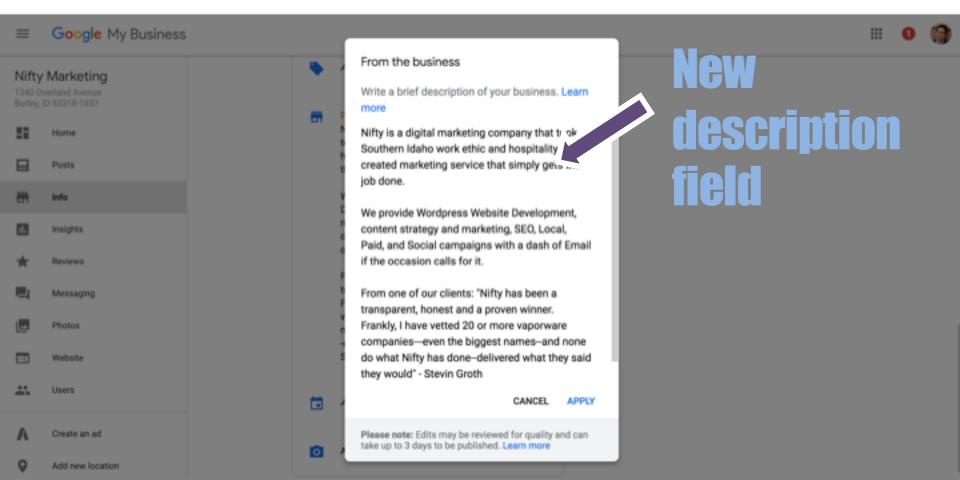
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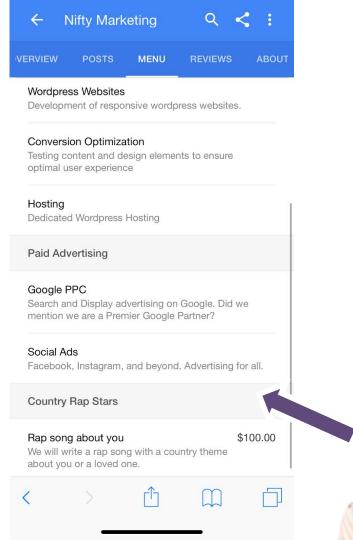


@MikeRamsey





Search Engine Optimization	:
Content Strategy & Marketing Creation of content for conversion and increased query reach.	:
Local SEO Map and specific geographic marketing services across the United States.	:
Link Acquistion Targeted Link strategies to increase domain authority and referral traffic.	:
Add item	
Website Development	i
Wordpress Websites Development of responsive wordpress websites.	:
Conversion Optimization Testing content and design elements to ensure optimal user experience	:











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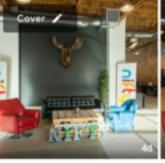




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Use a video to tell the story of your business and what makes it unique.

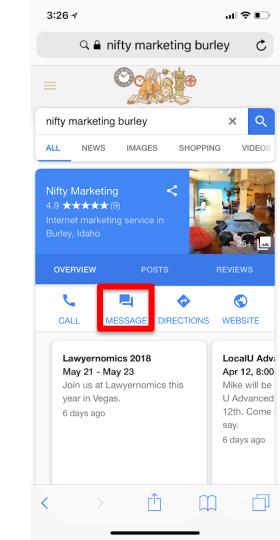
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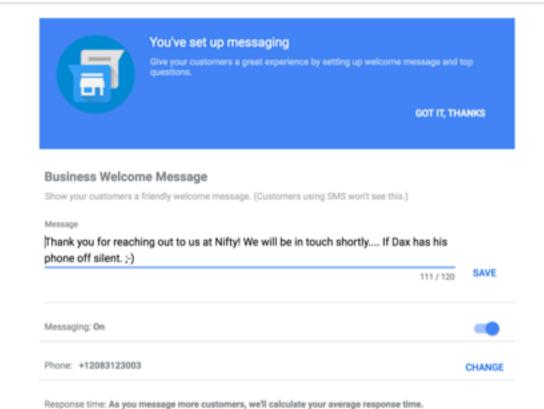
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Nifty Marketing *

Website

Directions

4.8 ★★★★★ 6 Google reviews

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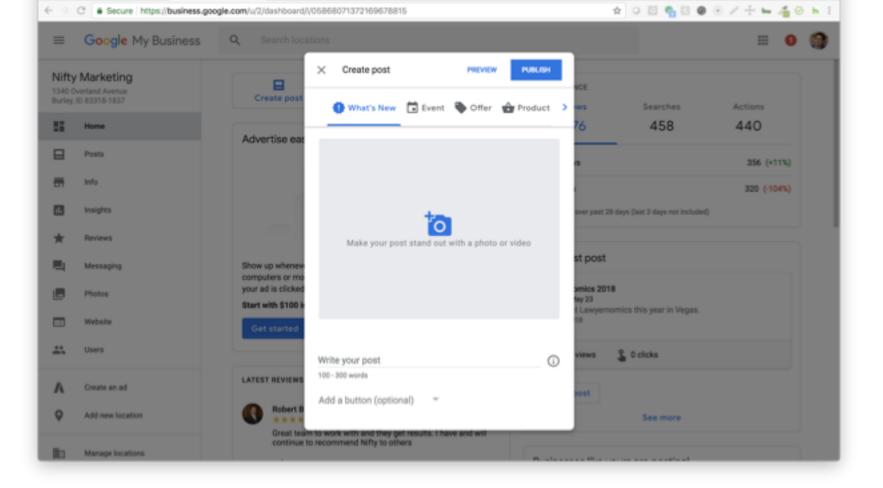


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Mike will be speaking at GLM Summit in D.C. on Oct 19th, LearnInbound in Dublin on Nov 1st, and LocalU Advanced...

14 mins ago





5%

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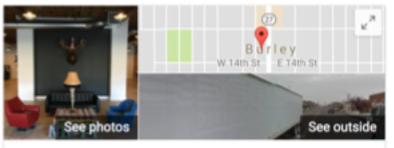
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on Google

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All About Nifty Marketing In Burley & Boise, Idaho

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https://niftymarketing.com/contact/ *

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Website.

Mike Ramsey - Nifty Marketing

https://niftymarketing.com/mike-ramsey/ *

Howdy, Meet Mike. Mike Ramsey is the President of Nifty. He is the author of Winning At Local Search and a partner at LocalU, which provides beginner to advanced conferences in the realm of local search marketing. Mike founded Nifty in 2009 which has been recognized by Inc. as one of the fastest growing companies in ...

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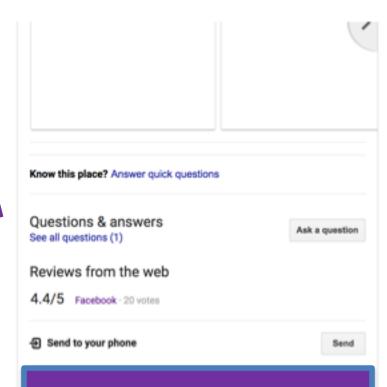
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Locations

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John Daspit

Attorney John Daspit grew up in Houston before going to college ...

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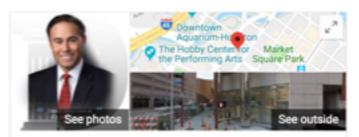
Contact the Houston personal lawyers at the Daspit Law ...

Ben Kennedy

Ben Kennedy, a Houston Personal Injury Lawyer at Daspit Law ...

Robert Freed

Meet Houston personal injury attorney Robert Freed of The ...



Daspit Law Firm *

Directions

3.5 ** * 4 40 Google reviews

Personal injury attorney in Houston, Texas

Address: 440 Louisiana St #1400, Houston, TX 77002

Hours: Open - Closes 8PM ▼ Phone: (281) 972-6900

Appointments: daspitlaw.com

Suggest an edit

Know this place? Answer quick questions

Questions & answers

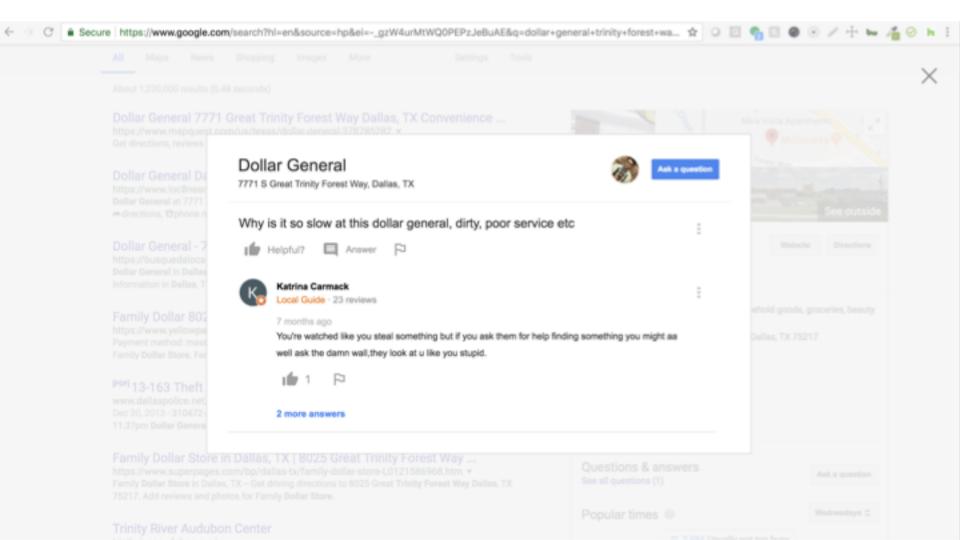
Ask a question

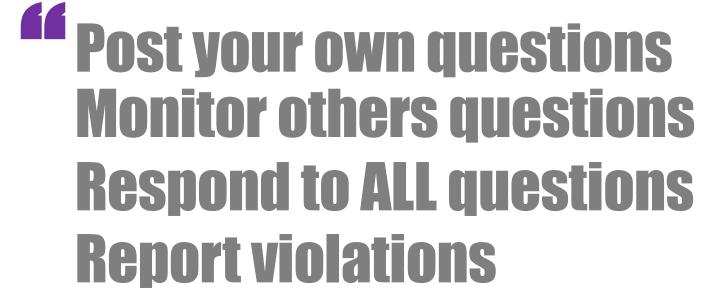
Q: Absolutely horrible communication. Have not heard from any attorney in 6 months and I have been calling f ...

A: They lied about finding my main witness and my car. They sat onmy case after promising they wouldn't after Darrel Apfel's law firmsat on my...

(1 more answer)

See all questions (5)

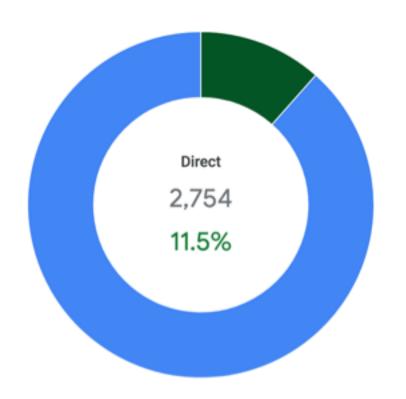




via Prof. Maps



1 month =





Direct

Customers who find your listing searching for your business name or address.



Discovery

Customers who find your listing searching for a category, product, or service.



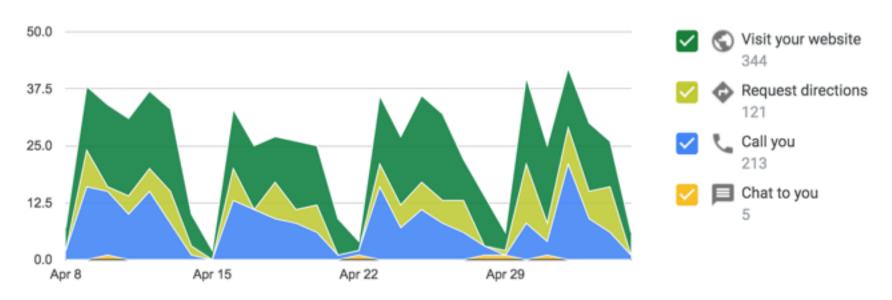
Customer actions

②

The most common actions that customers take on your listing

1 month w

Total actions 683



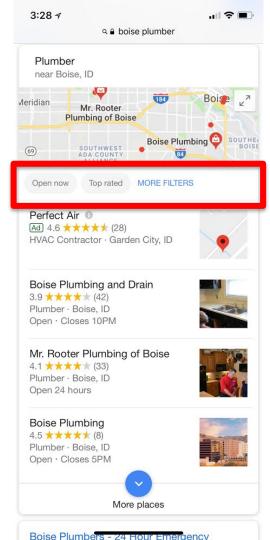


Reach out on Facebook Facebook.com/GoogleMyBusiness

Contact @GoogleSmallBiz on Twitter

bit.ly/mybizchat For Google Chat/phone





This is new

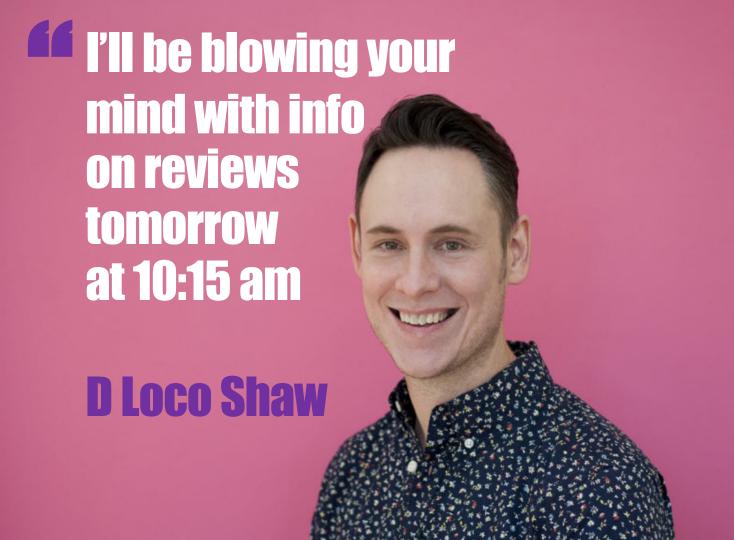


Make reviews nart of your customer experience.

Top-ranking SMBs averaged

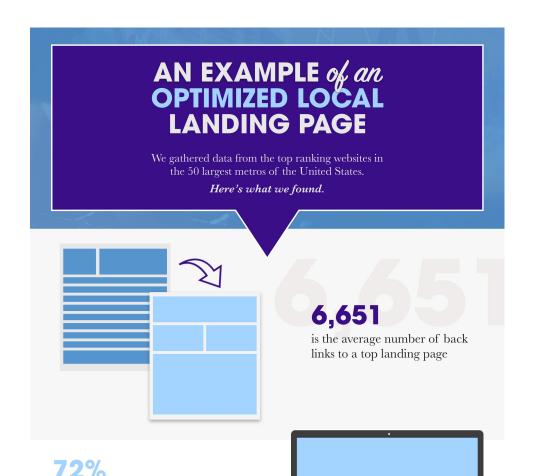
39 reviews

(up **30%** from **2016**)



Step Three

Get your website in order.





bit.ly/local-page

Get local or industry

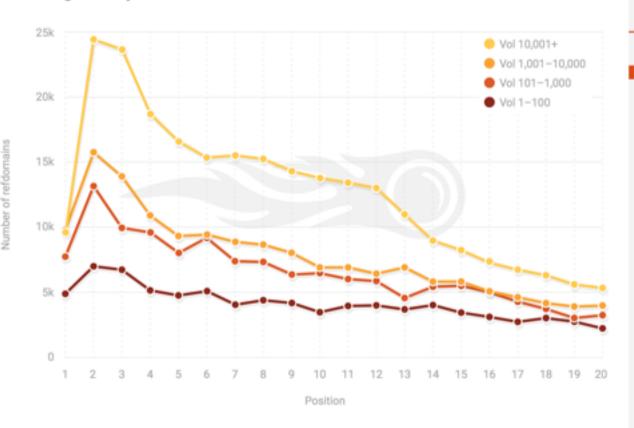
A lot of them. Like, loads.

Do links still

matter in local?

Total number of referring domains

segmented by search volume



2017

≡ 12 / 55

Comments

- The higher the domain's position on the SERP, the more referring domains it has.
 This tendency is consistent for all search volume groups.
- The more popular the keyword for which the domain ranks, the more referring domains it has.
- Every domain that ranks for a high-volume keyword has on average four times more referring domains than the domain from the low-volume group on the same position.
- The lower the keyword volume, the less impact a number of referring domains has on the position of the domain.

Backlink focus over 3 years



2,803

Average backlinks from Moz. +37% from 2016



Providing Content Sponsorships Scholarships **Local+Industry Directories Luck A.K.A Natural Links**

bit.ly/LocalLinkBuilding Caps Matter

+ tons of link ideas +

Steps to Local Success

Step 1. Local Listings

- Create/manage Google My Business
- Claim listings at bit.ly/niftylist

Step 3. Website

- Expand content
- Study local landing page research

Step 5. Rinse + Repeat

 Take what you learn and find ways to make it better.



- Use GetFiveStars.com
- Make reviews part of experience

Step 4. Links

- Create better content
- bit.ly/LocalLinkBuilding



The world is local The Internet is catching up



Mike Ramsey

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Thank you!



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