

How To Use LOCAL SEO To Grow Your Business

Want to finally start showing up in local search results?

When insurance consumers, regardless of whether they are a personal lines or commercial insurance leads, have a problem, question or need, they are turning to Google for the solution.

If you want to be the solution they find, (and you should), then learning and implementing a local SEO strategy for 2015 is an absolute necessity.

Local SEO is a foundational piece of your insurance marketing strategy.

And there are specific and clear steps you can take to make sure you show up in the first results. Here's what matters:

On-site Indicators

You need to improve the keyword usage and other factors on the actual page of your agency website you'd like to rank.

You need to improve:

- Keywords placement
- Local Address Schema
- Keywords Frequency
- Proper Phone
- Keyword Synonyms and Supportive Phrasing
- Number Format

Internal Linking



it provides website visitors with a more valuable and manageable experience.



good internal linking allows search engines to travel deep within your website to index more of your content.

Internal linking is simple to do. You need to improve:

- Pillar posts
- Consistency
- Deep linking

Google Plus / Google Local

You need to be there and improve:



Phone Number Match

Google + About Page

Formatting Address

Google Local

Google+ Posts

Google Maps

What can be optimized:

- Google Reviews
- Yelp reviews
- Reviews on your website
- TrustedChoice.com Reviews
- Review Filters
- Review Acquisition Strategy

Client Reviews

Client reviews are one of the powerful and influential factors in local SEO.

Client reviews both on your agency site and 3rd party review sites such as Google and Yelp provide new potential clients with social validation that your agency is knowledgeable and trustworthy.

Social Media

You need to be active on:

Twitter

YouTube

YouTube

in

LinkedIn

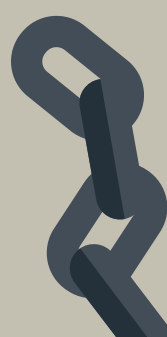
P

Pinterest

f

Facebook

Backlinks



Backlinks, meaning links from other websites pointing to your insurance agency's website, are still extremely important in ranking your website for local SEO.

The more natural looking backlinks you have the higher your site will climb in search.



Visitor Behavior

You need to study and improve:

- Bounce Rate
- Time Spent on Site
- Page Speed

Here are a few places your agency can secure natural backlinks that will help improve your local SEO:

- Local Publications
- Industry Publications
- Client Sites
- Local Organizations
- TrustedChoice.com

Local Citations

More than 50% of small businesses have inaccurate local business directory listings.

Here's where you can get local citations:

- Business Directories
- Event Directories, Chamber of Commerce, Not-for-Profit Website, Trusted Choice Directory, etc.

Location-based Landing Pages

What's important to improve?

Image use (they need to be unique and relevant)

Google Map Inclusion

Address Accuracy

Driving Directions

Video Content

Schema Markup



Mobile Marketing

You will need:



According to Google, one out of every five searches has a local intent.

As smartphones continue to increase in size and expand in high quality mobile web presence is no longer a luxury. Mobile is a necessity.

The money is in search marketing. This makes local SEO for insurance agents an absolute priority.