

# anicca

data driven digital marketing

## Getting Started with Google My Business & Local SEO

By Brad Longman  
September 2020



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# About me



- Technical SEO Account Manager and have worked at Anicca for over 5 years
- Have worked in SEO for over 9 years
- I work on:
  - Tech SEO
  - Website launches / migrations
  - International SEO
  - Local SEO
- I am either getting lost on my motorbike or out exploring with my Frenchie (Ronnie)

## Examples of the *brands we work with*



# What is local SEO?



# What is Local SEO?

If you have a local business, like a shop, or provide services in certain areas (like a plumber or electrician), optimising your website to target people in the local geographical area is the main priority for your website.

If you are a barber in Leicester, there are two ways someone might find you...

Your website will show up either organically (E.G because you have a relevant page) or in the local listings (E.G your Google My Business profile)

## Why is local SEO important

According to Google, [46% of queries](#) have a local intent.

As well as that, 29% of search results [contain a local pack](#)

This means that there is a huge potential for local businesses to get in front of and attract new customers



76%

of people who conduct a local search on their smartphone visit a business within 24 hours and **28% of those searches result in a purchase.**

# Searching for 'barbers Leicester'

This will bring up organic results for websites optimising for the Leicester area as well as local results for places within Leicester, regardless of whether the user is located in Leicester.

The screenshot shows a Google search for "barbers leicester". The search bar contains the text "barbers leicester" and the search button is visible. Below the search bar, there are navigation options: "All", "Maps", "Images", "News", "Shopping", "More", "Settings", and "Tools". The search results are displayed as "About 401,000 results (0.54 seconds)".

The results are divided into two sections:

- Local Listings:** A map of Leicester is shown, highlighting several barbershops. Below the map, three listings are displayed, each with a rating, address, and contact information. The listings are: "Gents Barbers Welford Rd" (4.6 stars, 105 reviews), "Elite Barbers" (4.7 stars, 189 reviews), and "L'Homme Gentleman's Grooming Lounge | Barbers" (4.8 stars, 150 reviews). Each listing includes a "WEBSITE" and "DIRECTIONS" button.
- Organic Results:** Below the local listings, there are two organic search results. The first result is from "www.leicestermercury.co.uk" and is titled "10 of the best places to get a haircut in Leicester according to ...". The second result is from "www.everymanbarbers.co.uk" and is titled "Everyman Barbers Leicester".

Local Listings

Organic Results



## Searching for 'Barbers'

If I search for 'barbers' whilst based in Leicestershire, I will get local listings for businesses close to me, rather than in the city centre. This is because Google has used my current location in Leicestershire to show me results closer, whilst also showing organic results for those optimised for Leicester / Leicestershire still

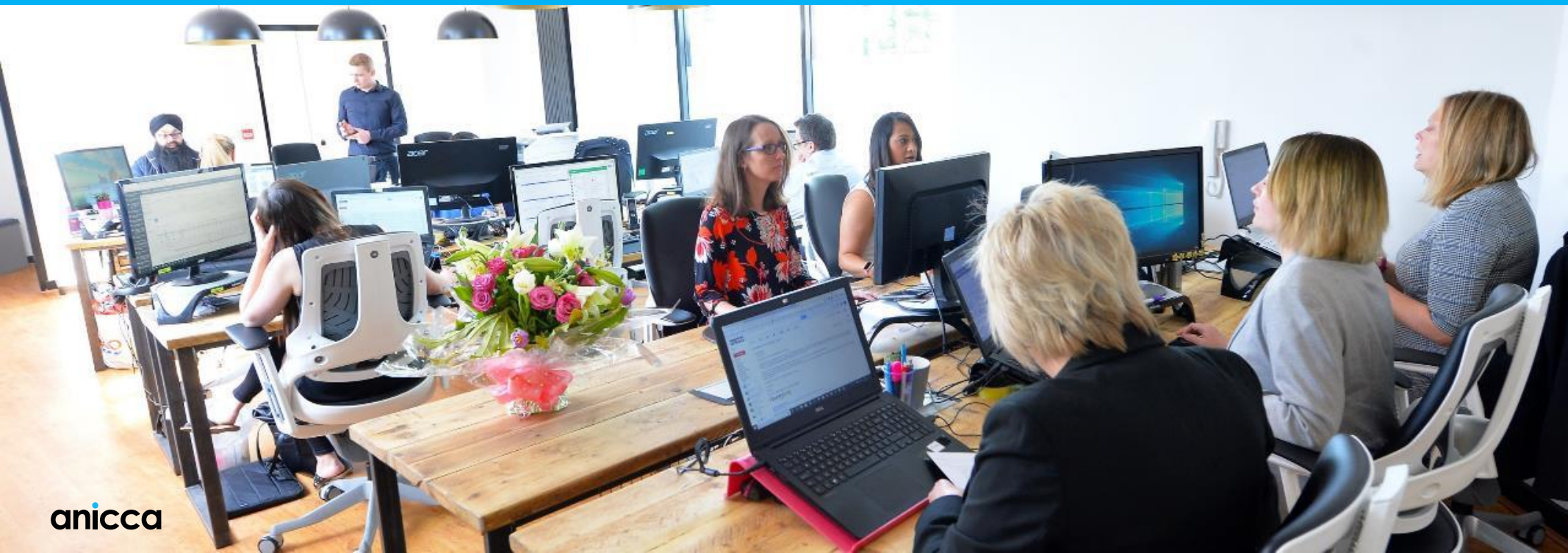
The screenshot shows a Google search for 'barbers'. The search results are divided into two main sections:

- Local Listings (Red Box):** This section displays three nearby barbershops with their ratings, addresses, and contact information. The listings are:
  - Cj's barbers:** 5.0 stars (23 reviews), 54C Main St, Closed. Opens 9:15AM - 01455 284564.
  - Groom Room Barbershop:** 4.8 stars (36 reviews), 71A Main St, Opens soon - 9AM - 07873 566400.
  - The Barber Shop:** 4.9 stars (24 reviews), 7 Devil's Way, Opens soon - 9AM - 01455 286286.
- Organic Results (Purple Box):** This section shows organic search results for 'barbers' in Leicester. The top result is from 'L'HOMME: Men Grooming Lounge Leicester | Barbers', dated 18 Jan 2020. Below this is a 'People also ask' section with questions like 'Why are barbers called barbers?' and 'What barbers cut hair?'. At the bottom, there is a snippet from 'www.leicestermcury.co.uk' dated 2 Feb 2019, titled '10 of the best places to get a haircut in Leicester according to ...'.

Local Listings

Organic Results

# Local SEO Ranking Factors



# Local SEO Ranking Factors

As you can see, Google will use a mix of signals in order to determine which websites it shows. Depending on how the user searches will determine whether you will show up or not.

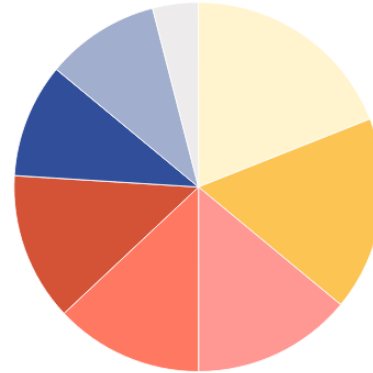
These signals are called ranking factors and Google uses hundreds of them in its rankings. The ranking factors for local SEO differ slightly from those used in traditional SEO.

# Local SEO Ranking Factors

Google uses hundreds of rankings signals in its algorithm but for local SEO we can narrow down to a few main ones which you really must exceed in to achieve local rankings in both the organic results and local results

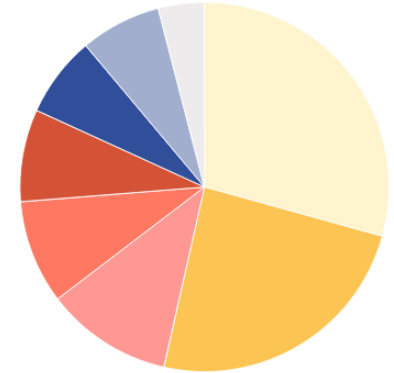
- Google My Business Signals
- Link Signals
- On-Page Signals (Keywords, NAP details)
- Citations
- Reviews

Local Pack/Finder Ranking Factors



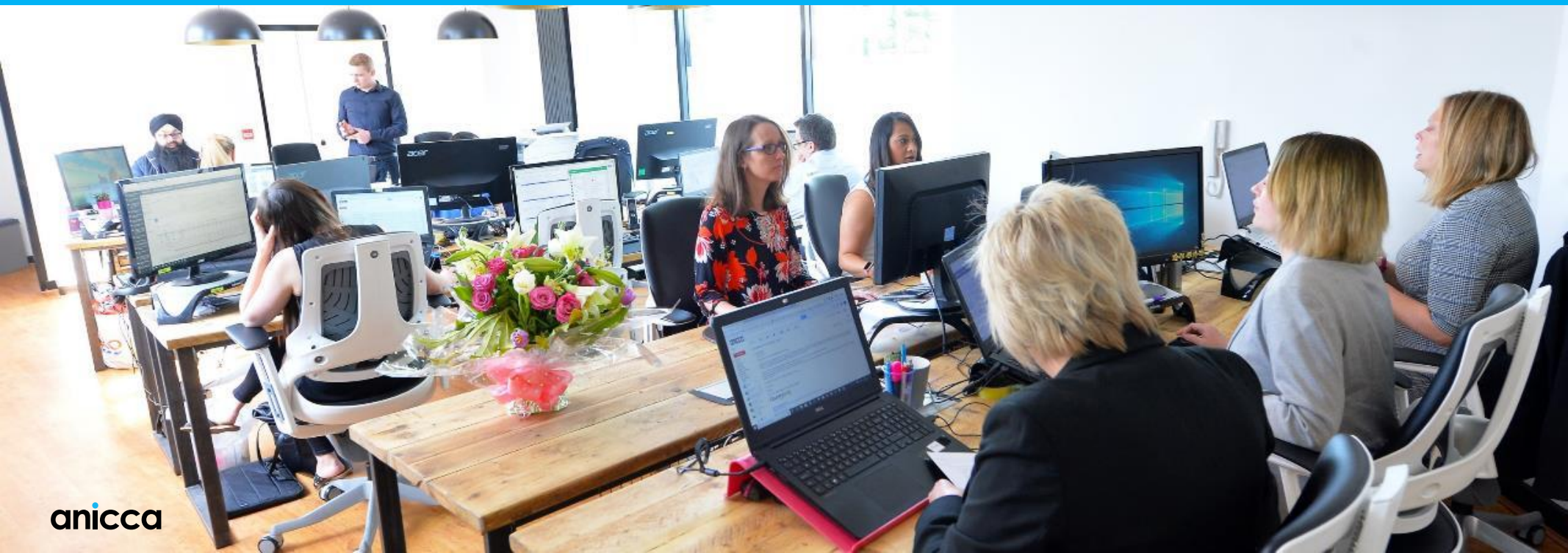
1. **My Business Signals** (Proximity, categories, keyword in business title, etc.) **19%**
2. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **17%**
3. **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) **14%**
4. **Citation Signals** (IYP/aggregator NAP consistency, citation volume, etc.) **13%**
5. **Review Signals** (Review quantity, review velocity, review diversity, etc.) **13%**
6. **Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) **10%**
7. **Personalization** **10%**
8. **Social Signals** (Google engagement, Facebook engagement, Twitter engagement, etc.) **4%**

Localized Organic Ranking Factors



1. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **29%**
2. **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) **24%**
3. **Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) **11%**
4. **Personalization** **9%**
5. **Citation Signals** (IYP/aggregator NAP consistency, citation volume, etc.) **8%**
6. **My Business Signals** (Proximity, categories, keyword in business title, etc.) **7%**
7. **Review Signals** (Review quantity, review velocity, review diversity, etc.) **7%**
8. **Social Signals** (Google engagement, Facebook engagement, Twitter engagement, etc.) **4%**

# Google My Business

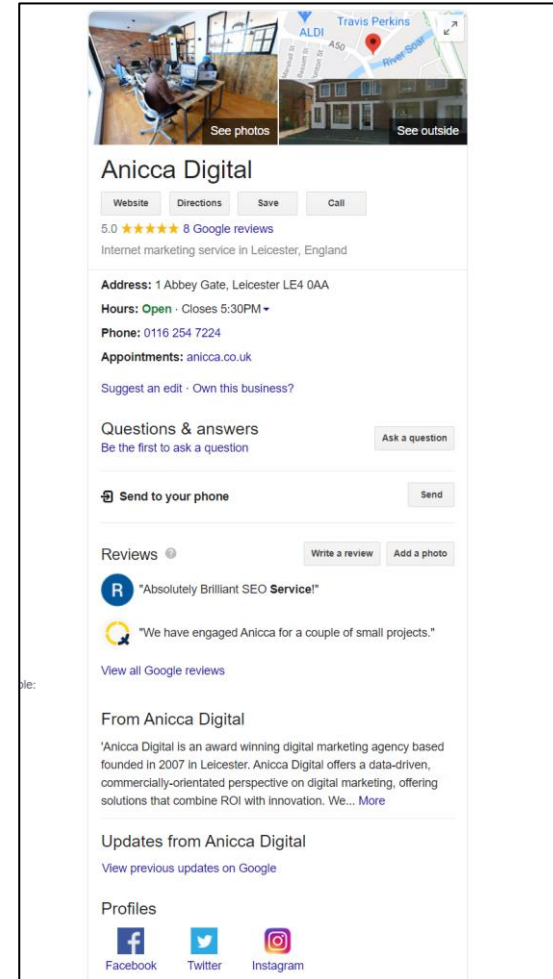


# Google My Business

For any local business, a Google My Business profile is essential

A Google My business account will allow you to get exposure in Google Maps and also the organic results – even if you don't have a website!

Your Google My Business profile allows you to input your Address, contact details, links to a website, Google Posts and also allows customers to leave a review.

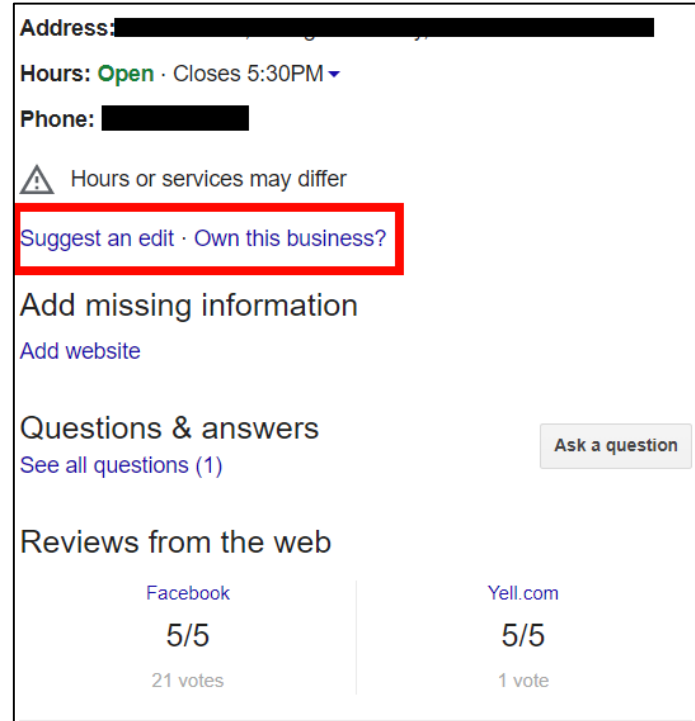


# Verify Google My Business

If you have not verified your Google My Business account, or haven't even created one, then this is the first thing you should do!

The set up process is quick and easy, we can run through this now.

- Search your business in Google
- If your business shows up on the right hand side, there should be a button to claim the business
- Click this and follow the verification steps – you should be able to verify by Phone or by Postcard



The screenshot shows a Google My Business listing with the following details:

- Address:** [Redacted]
- Hours:** Open · Closes 5:30PM ▾
- Phone:** [Redacted]
- Warning:** ⚠ Hours or services may differ
- Verification Options:** Suggest an edit · Own this business? (highlighted with a red box)
- Additional Information:** Add missing information, Add website
- Questions & answers:** See all questions (1), Ask a question button
- Reviews from the web:**
  - Facebook: 5/5 (21 votes)
  - Yell.com: 5/5 (1 vote)

# Managing Your Google My Business Account – Business Details

To make the most of any benefit you should ensure that you upload your business name, address and phone number exactly how it is displays on your website (even including the spaces in your phone number!)

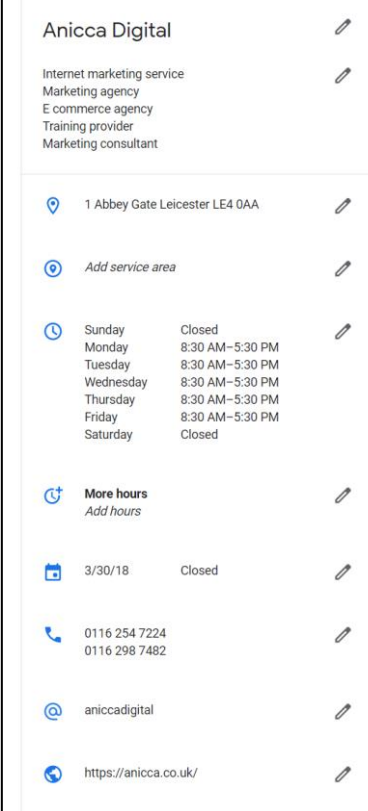
This is how we ensure Google easily associates your website with your Google My Business account







# Managing Your Google My Business Account – Business Details



- You should enter as many business details as possible.
- You should start with opening hours / office hours, adding phone numbers, your website URL.
- If you have a booking system you can add a link to the appointment page separately – or link to your contact page like in the example
- Add a business description to entice users (this snippet will show up in the search results)







**Anicca Digital** 



Internet marketing service   
Marketing agency  
E commerce agency  
Training provider  
Marketing consultant



---



 1 Abbey Gate Leicester LE4 0AA 



 Add service area 



 Sunday Closed   
Monday 8:30 AM–5:30 PM  
Tuesday 8:30 AM–5:30 PM  
Wednesday 8:30 AM–5:30 PM  
Thursday 8:30 AM–5:30 PM  
Friday 8:30 AM–5:30 PM  
Saturday Closed

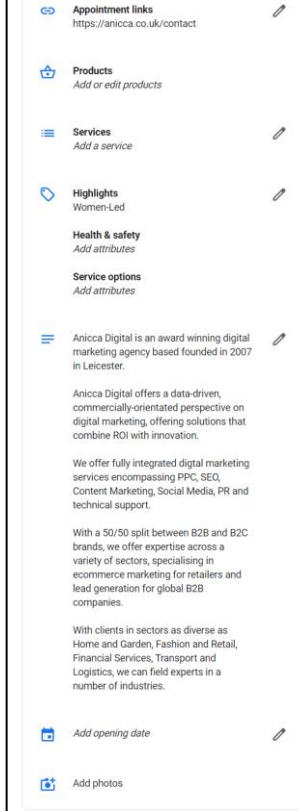
 **More hours**   
Add hours



 3/30/18 Closed 



 0116 254 7224   
0116 298 7482



 aniccadigital 



 <https://anicca.co.uk/> 





 **Appointment links**   
<https://anicca.co.uk/contact>



 **Products**   
Add or edit products

 **Services**   
Add a service

 **Highlights**   
Women-Led

**Health & safety**   
Add attributes

**Service options**   
Add attributes



 Anicca Digital is an award winning digital marketing agency based founded in 2007 in Leicester. 


Anicca Digital offers a data-driven, commercially-orientated perspective on digital marketing, offering solutions that combine ROI with innovation.

We offer fully integrated digital marketing services encompassing PPC, SEO, Content Marketing, Social Media, PR and technical support.

With a 50/50 split between B2B and B2C brands, we offer expertise across a variety of sectors, specialising in ecommerce marketing for retailers and lead generation for global B2B companies.

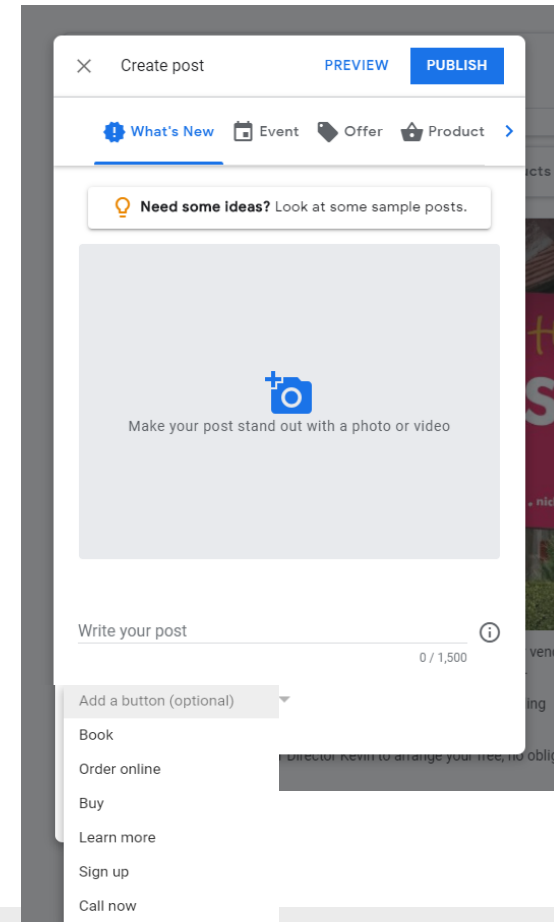
With clients in sectors as diverse as Home and Garden, Fashion and Retail, Financial Services, Transport and Logistics, we can field experts in a number of industries.

 Add opening date 

 Add photos

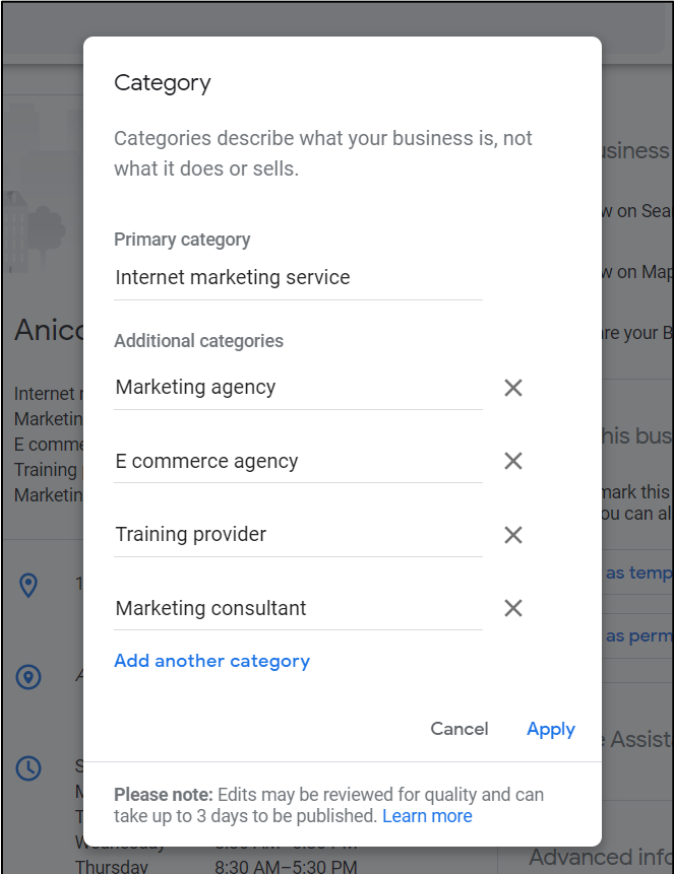
# Managing Your Google My Business Account – Reviews & Posts

- ▶ Customers can leave reviews, which you should try to respond to, whether positive or negative
- ▶ Google My Business accounts now have the ability to send out 'posts', which will be shown in your knowledge panel
- ▶ These can be a general update, a special offer or event
- ▶ These are a great way to give an additional insight and reason for users to click on to your website and convert



# Managing Your Google My Business Account – Categories

- ▶ Google My Business allows you to select 'categories' for your business
- ▶ You can select one Primary Category and multiple Additional Categories
- ▶ If you focus on one service more than another you should ensure that your category structure reflects this
- ▶ Google will sometimes use 'American English' versions of services but usually in the UK search results something like 'Real Estate Agency' will translate to 'Estate Agents'



The screenshot shows a mobile interface for selecting business categories. At the top, it says "Category" and provides a brief instruction: "Categories describe what your business is, not what it does or sells." Below this, the "Primary category" is set to "Internet marketing service". Under "Additional categories", four items are listed: "Marketing agency", "E commerce agency", "Training provider", and "Marketing consultant", each with a small 'x' icon to its right. A blue link "Add another category" is positioned below the list. At the bottom right of the modal, there are "Cancel" and "Apply" buttons. A "Please note" section at the very bottom states: "Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)".

# Link Signals



# Link Signals

- ▶ Link signals are another ranking factor for both traditional SEO rankings and local SEO rankings
- ▶ A link acts as a vote from one website to another, essentially a recommendation that Google takes in to account
- ▶ If website A links to website B, then part of the authority from website A is passed through to website B, therefore improving the authority of website B, this means that website B would rank better in the search results

Referring page <sup>i</sup>	DR <sup>i</sup>	UR <sup>↓</sup> <sup>i</sup>	Referring domains <sup>i</sup>	Linked domains <sup>i</sup>
<a href="#">Why We Can't Do Keyword Research Like It's 2010 - Moz</a> <a href="https://moz.com/blog/cant-do-keyword-research-like-its-2010-whiteboard-friday">moz.com/blog/cant-do-keyword-research-like-its-2010-whiteboard-friday</a> ▼ EN	91	35	107	19
<a href="#">17 Questions to Ask Before Hiring an SEO Company</a> <a href="https://www.quicksprout.com/hiring-for-seo/">www.quicksprout.com/hiring-for-seo/</a> ▼ WORDPRESS	86	34	121	21
<a href="#">Misión México Childrens charity - Mision Mexico</a> <a href="https://lovelifehope.com/">lovelifehope.com/</a> ▼ EN WORDPRESS	46	33	108	15
<a href="#">Technical SEO: Why It's Becoming More Important Than Any Other SEO Tactic</a> <a href="https://neilpatel.com/blog/technical-seo/">neilpatel.com/blog/technical-seo/</a> ▼ EN WORDPRESS	91	32	66	32
<a href="#">What is Technical SEO? A Complete and Simple Guide   Unamo Blog</a> <a href="https://unamo.com/blog/seo/technical-seo">unamo.com/blog/seo/technical-seo</a> ▼ EN WORDPRESS	73	28	48	16

# Link Signals

- ▶ Links comes in various types, and whilst it is typically more difficult to earn links when you're a small local business it is still possible
- ▶ If you have / do any of the following things, you could earn links
  - ▶ Work with charities
  - ▶ Provide free services for residents of the local area
  - ▶ Sponsor local sports teams
  - ▶ Stock different brands on your website
  - ▶ Partner with other organisations such as schools / universities

Referring page <sup>i</sup>	DR <sup>i</sup>	UR <sup>↓</sup> <sup>i</sup>	Referring domains <sup>i</sup>	Linked domains <sup>i</sup>
<a href="#">Why We Can't Do Keyword Research Like It's 2010 - Moz</a> <a href="#">moz.com/blog/cant-do-keyword-research-like-its-2010-whiteboard-friday</a> ▼ EN	91	35	107	19
<a href="#">17 Questions to Ask Before Hiring an SEO Company</a> <a href="#">www.quicksprout.com/hiring-for-seo/</a> ▼ WORDPRESS	86	34	121	21
<a href="#">Misión México Childrens charity - Mision Mexico</a> <a href="#">lovelifehope.com/</a> ▼ EN WORDPRESS	46	33	108	15
<a href="#">Technical SEO: Why It's Becoming More Important Than Any Other SEO Tactic</a> <a href="#">neilpatel.com/blog/technical-seo/</a> ▼ EN WORDPRESS	91	32	66	32
<a href="#">What is Technical SEO? A Complete and Simple Guide   Unamo Blog</a> <a href="#">unamo.com/blog/seo/technical-seo</a> ▼ EN WORDPRESS	73	28	48	16

# On-Page Signals



# On-Page Signals

CTR and rankings

<Title> tag – include keyword and brand

URL (web address)

<Meta> description – include keyword, CTA, USPs and brand

Rankings

Page body content

<H1></H1> tags

<H2></H2> tags

Image

Image ALT="tag"

Anicca Digital: Digital Marketing Agency Leicester

<https://anicca.co.uk> ▼

Anicca Digital is an award winning digital marketing agency based in Leicester. Founded in 2007 by managing director Ann Stanley, Anicca is one of the original digital marketing agencies, having thrived, grown and remained independent for over ten years.

- ▶ On-Page signals are another vital signal to Google when deciding which websites to show in the search results
- ▶ This is also something you can easily have a direct impact on
- ▶ On-Page optimisation is essentially ensuring you're mentioning your target services and keyphrases within the content of the website so Google can easily identify the topic of the page



# On-Page Signals – Things to know

1. Write engaging text to include high-priority keywords, CTAs, USPs and brand mentions where possible
2. Combine keywords within one natural sentence where possible
3. Ensure you don't exceed character limits

## **Mobile character display limits:**

- Title tag: up to 78 characters
- Meta description: up to 120 characters

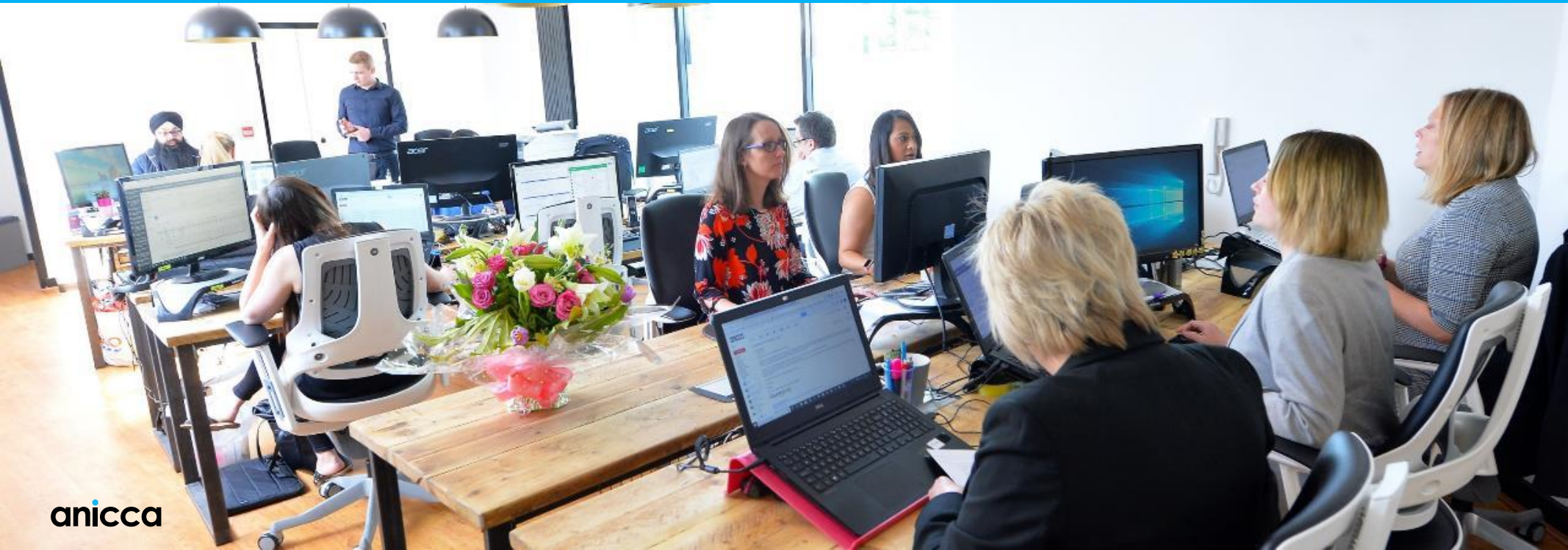
## **Desktop:**

- Title tag: up to 59 characters (40 minimum)
- Meta description: up to 156 characters (140 minimum)

## **The sweet spot:**

- Title tags: keep it to 59 chars / if must go over, keep most important info within 55 chars
- Meta descriptions: write up to 156, the most important info within 120 chars

# Citations



# Citations

- As well as links, citations are another important factor in local ranking
- Citations are essentially references to your business and if implemented correctly can act like links, even if there isn't a physical link to your website!
- Citations are typically found on local business directories such as Yell, Yelp, Foursquare etc..
- Some citations will contain links back to your website, but some will just include your business details, this is why it is vital that your NAP details are consistent

The image displays three overlapping screenshots of business listings for Anicca Digital. The top screenshot shows a listing with a placeholder icon, the business name 'Anicca Digital', a 5-star rating with '(0 Ratings) | Write a review', the address '1 Abbey Gate, Leicester, LE4 0AA', a phone number '0116 254 7224', and a yellow 'Website' button. The middle screenshot shows a listing with the business name 'Anicca Digital', the description 'Marketing Consultants in Leicester', a 'Be the first to review' prompt, the address '1 Abbey Gate, Leicester, Leicestershire, LE4 0AA', and a 'Show map' button. The bottom screenshot shows a listing with the 'anicca' logo, the address 'Anicca Digital, 1 Abbey Gate, LE4 0AA Leicester, Leicestershire England', a phone number '0116 254 7224', a website link 'www.anicca.co.uk', and a 'Send message' button.

# Different Types of Citations

- ▶ General business directories – **Yell.com**
- ▶ Industry, niche or sector specific directories – **Home.co.uk**
- ▶ Professional Bodies / Organisations – **NAEA Property Mark**
- ▶ Local newspaper and press websites – **Leicester Mercury Business Directory**
- ▶ Local themed blogs and website for events and interests – **Why Leicester**
- ▶ Social Profiles (Twitter, Facebook, YouTube)

The image displays three overlapping screenshots of business citations for Anicca Digital. The top screenshot is from Yell.com, showing a placeholder for a logo, the business name 'Anicca Digital', a 5-star rating with '(0 Ratings) | Write a review', the address '1 Abbey Gate, Leicester, LE4 0AA', a telephone number '0116 254 7224', and a yellow 'Website' button. The middle screenshot is from Home.co.uk, showing the business name 'Anicca Digital' in green, the description 'Marketing Consultants in Leicester', a 'Be the first to review' prompt with a star icon, the address '1 Abbey Gate, Leicester, Leicestershire, LE4 0AA', and a 'Show map' link. The bottom screenshot is from the NAEA Property Mark directory, showing the 'anicca' logo, the business name 'Anicca Digital', the address '1 Abbey Gate, LE4 0AA Leicester, Leicestershire England', the telephone number '0116 254 7224', the website 'www.anicca.co.uk', and a 'Send message' button.

# What makes a good citation?

- ▶ In order for your citation to be credible, use established brands such as Yellow Pages, Scoot, Touch Local, Thomson Local and national and local newspapers.
- ▶ It's important that when creating or claiming a business directory style citation that you include 3 pieces of crucial information.
- ▶ Company name (the name you are recognised by)
- ▶ The physical address of your business
- ▶ Your local telephone number and area code
  
- ▶ NOTE: When building citations, it is vital that you input your details exactly as they appear on your website and your newly created Google My Business account.

# Aligning your NAP Details

- Your NAP is your businesses Name, Address, Phone Number
- These should be aligned across your website, your Google My Business profile and all of the citations you build
- Some websites will make you put extra details in (E.G County and Country) but this is fine, but the core details should always be the same
- Focus on picking a single business name, E.G with or without Ltd at the end, a main address, E.G do you include a suburb or just the main city? And also a main phone number (try to keep spaces consistent too!)

The image displays three overlapping screenshots of business listings for 'Anicca Digital', illustrating different NAP (Name, Address, Phone Number) formats used across various platforms.

- Top Screenshot (Google My Business):** Shows the business name 'Anicca Digital', a placeholder for a logo, a 5-star rating with '(0 Ratings) | Write a review', a location pin for '1 Abbey Gate, Leicester, LE4 0AA', a telephone icon with 'Tel 0116 254 7224', and a yellow 'Website' button.
- Middle Screenshot (Local Business Directory):** Shows the business name 'Anicca Digital' in green, the description 'Marketing Consultants in Leicester', a 'Be the first to review' prompt with a star icon, the address '1 Abbey Gate, Leicester, Leicestershire, LE4 0AA', and a 'Show map' link.
- Bottom Screenshot (Another Directory):** Shows the business name 'anicca' in a stylized font, the address 'Anicca Digital, 1 Abbey Gate, LE4 0AA Leicester, Leicestershire England', the phone number '0116 254 7224', the website 'www.anicca.co.uk', and a 'Send message' button.

# Finding Citation Sites

## Option 1

- Use an automated tool like Bright Local

## Benefits

- Your NAP details will be uploaded consistently.
- This saves time because it eradicates the need to source and submit your business to those websites.
- With certain tools, you can also pick the websites you'd like to be listed on and the sites suggested will also cater to your geographical location as well as industry

## Option 2

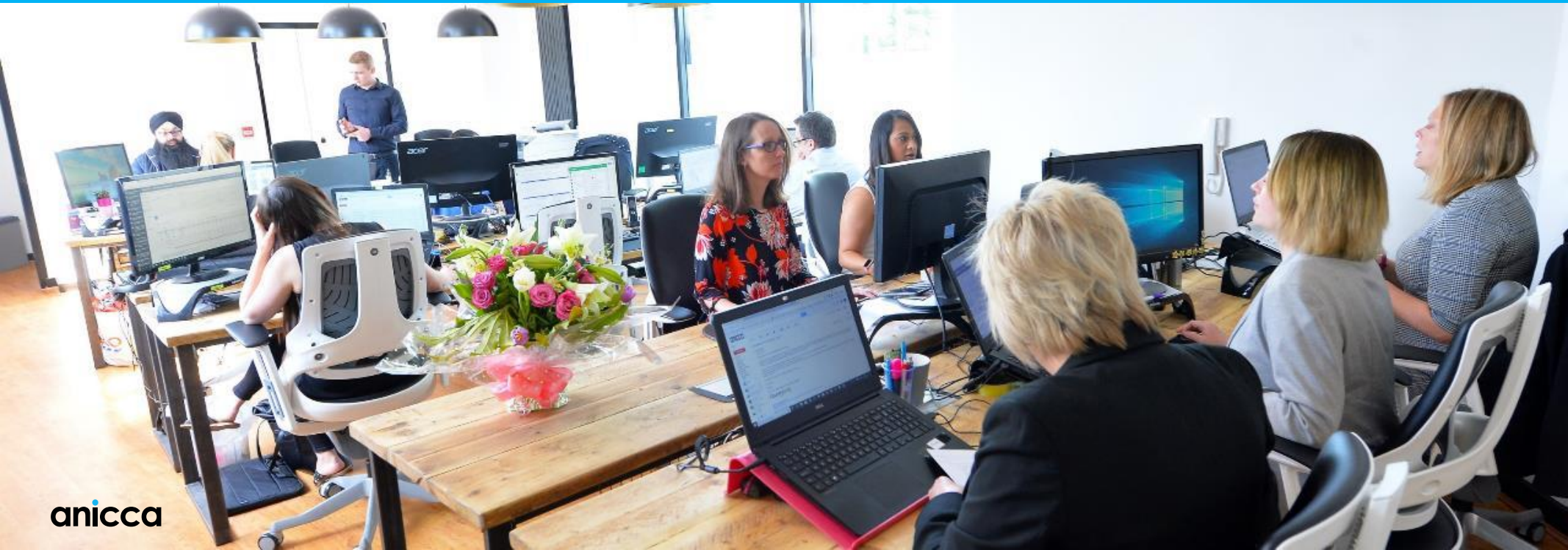
- Do it manually - search for “best local directory websites for uk” or “(location) directory” and you'll be shown a lists with directories

## Benefits

- If you are a small business with a modest or you have no marketing budget then manual submissions is your best option
- You should be able to submit around 10 listings in a couple of hours. You can also check the websites and ensure that they are appropriate for your business e.g. you wouldn't want your restaurant listed in a plumber directory

A resource to get you started: <https://www.brightlocal.com/uk-citation-sites/>

# Reviews





# Reviews

- When deciding which sites to rank in the local listings, Google will take in to account the reviews for your business
- Having real life reviews from actual customers is essential
- You should aim to respond to all reviews as well, either to thank the customer or address any negative feedback
- You should not just rely on Google reviews, as Google will pull through 'reviews from the web' on your Google My Business profile, this includes reviews from Facebook, Reviews.co.uk, TrustPilot and many more!
- Having multiple places for users to leave a review means Google will see more reviews and more confidence for prospective customers


## Questions & answers

[See all questions \(3\)](#)

Ask a question

## Reviews from the web

5/5 [Booksy](#) · 116 reviews

 Send to your phone

Send

## Reviews

Write a review

Add a photo



"You and your **colleague** gave some sound advice and delivered an amazing **service**."



"Very friendly **staff**, and great **haircut**, also very good at **styling** your beard"



"Free **coffee** and entertainment in tv, **music** or computer games whilst you wait."

[View all Google reviews](#)


# Offers



Online Learning During  
Coronavirus Lockdown

Free Access To Our  
Training Resources &  
Online Learning Portal

Request Access



FREE  
One Hour Session

FREE Consultancy with  
one of Our Channel  
Specialists

Book Now

<https://anicca.co.uk>  
<https://academy.anicca.co.uk>



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academy  
we practice what we teach

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improve your  
digital marketing  
skills?

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Learn More