



LET'S GET VISIBLE!
ACADEMY

Workbook

Let's Get Local!

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The facts...

46% of all Google searches are looking for local information.

97% of people learn more about a local organisation/company online than anywhere else.

- *Hubspot*

Takeaways – What you'll learn...

- NAP – Name, Address & Phone Number and why these are important
- Google My Business – how to optimise this platform for Local SEO
- Listing your organisation with top local directories
- Understanding the fundamentals of Local SEO website updates
- Mastering keyword selection for Local SEO efforts
- Activity list so you can get started, yes right away!

Local SEO - What is it?

What Is Local SEO?

It's a Location Based Strategy.

Local SEO is optimising your online presence to attract more users from relevant local searches. These searches take place on Google and other search engines.

Local SEO can be an effective way to promote your organisation to locals, **exactly when they are searching for them.**



Why is Local SEO Important?

- Potential donors and volunteers are out there right now “Googling” where to donate, how to volunteer - and are looking for you!
- There are also online users who need your valuable services
- Funders looking for more information
- Brands interested in partnering with you

The big question is, will you show up in local search results for them to find you?

What Is The Local 3 Pack?

Research shows 80% of leads come from this local 3 pack, increasing revenue by up to 350%.

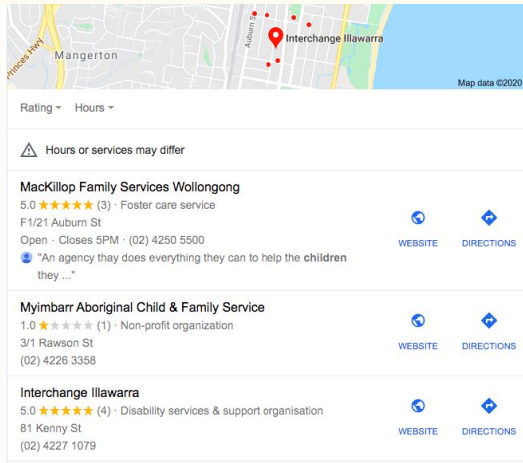
Which is why you need to be showing up in this space for your organisation!

The **Google Local 3 pack** is where your organisation can appear in the FREE location-based search results in Google.

This is not random. There's a reason why some organisations will appear here and others don't.

They use a Local SEO strategy.

The Local 3 Pack vs Organic Results



familyservices.org.au ▾

Family Services Australia - Safer Children, Stronger Families

Mar 9, 2020 - Built on over twenty years of family support in the Illawarra, FSA was established as a new organisation in 2006. We are managed by a board of ...
[Family Support](#) · [Bringing Up Great Kids](#) · [Contact Us](#) · [Park & Play](#)

familyservices.org.au ▾ family-support ▾

Family Support - Family Services Illawarra

Jan 29, 2020 - Our Child Youth and Family Support program provides early support, and accepts referrals from the local government areas of Wollongong, ...

www.healthdirect.gov.au ▾ results ▾ tihcs-aht-d002651 ▾

Child Protection in Wollongong | healthdirect

These are the Child Protection services in the area of WOLLONGONG, NSW 2500. Please select one of the results listed above to see contact details, opening ...

www.islhd.health.nsw.gov.au ▾ services-clinics ▾ kids-and...

Kids and Families Services - ISLHD - NSW Government

NAP

Name, Address &
Phone Number

What Is NAP?

No it's not sleep related!

- The acronym NAP stands for **name, address, phone**.
- It refers to the organisation or company name, address, and phone number you use on any site where you appear.
- It's essential for organisations & businesses that want to position themselves well organically when a customer, potential donor or volunteer completes a local search.

Example:

<https://www.guidedogs.com.au>

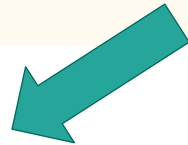


Contact us if you have any questions

📍 2-4 Thomas Street,
Chatswood NSW 2067

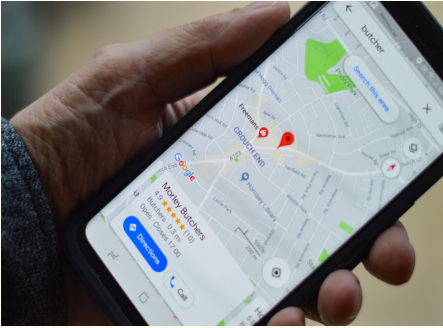
☎ 02 9412 9300

✉ chatswood@guidedogs.com.au



Why Is It So Important?

Appear in Geo-Targeted Searches



- Search engines like Google use **name, address, and phone number** information to decide which listings to show in a geo-targeted search.
- When not included on your website, local listings and social media profiles, search engines won't know to display your organisation or business for local search results.

NAP is used to Verify Your Legitimacy

Be Consistent!

- Google will cross reference an organisation's NAPs as they appear on multiple websites.
- Search engines won't prioritise sites that have inconsistent NAP information therefore reducing their visibility.
- NAPs are also important for SEO and local search queries because they signal legitimacy increases the likelihood that your organisation will be more visible in organic results.

Important Steps - Setting Up Your NAP

1. Your organisation's name

Use your **full organisation name**, not abbreviations.

A common thing I have see is variations of organisation and business names.

This confuses both search engines like Google and online users.



Important Steps - Setting Up Your NAP

2. Your organisation's address



Have you ever noticed how people use different notations when writing addresses?

For example, you abbreviate the word “street” to “St.” You’ll need to be conscious of these subtle differences when listing your company address on websites across the web.

Your address needs to be the same everywhere!

Important Steps - Setting Up Your NAP

3. Your organisation's Phone Number

Decide how you will format your organisation's phone number.

Just like your address, there are a few ways you can format your phone number.

Stick with the formatting you choose.

Example - (02) 4444 3333 not 4444 3333



Google My Business

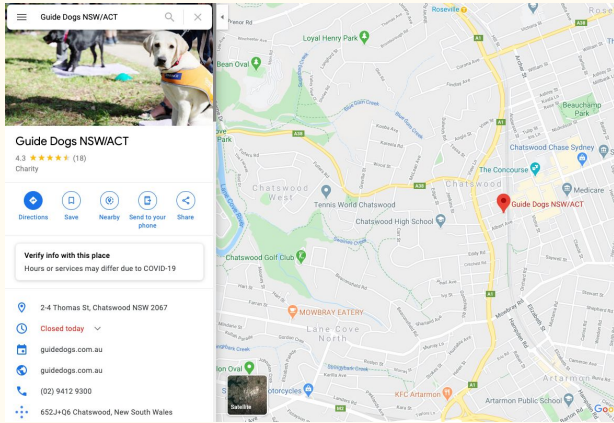
What Is Google My Business?

Google My Business can help with gaining local visibility.

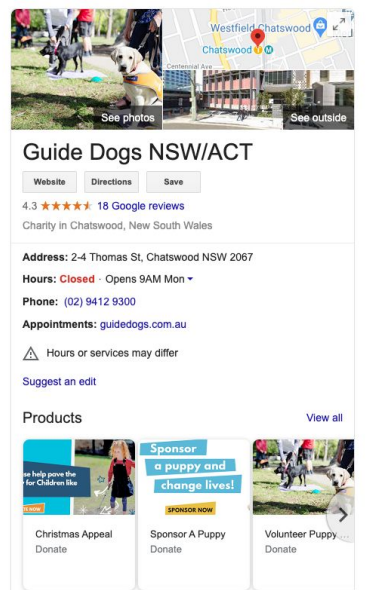
It is a **free** tool for businesses and organisations to manage their online presence across Google, including Search and Maps.

You can help donors and volunteers find your organisation online and tell them your story.

Google My Business Listing



Local Maps & Search Results

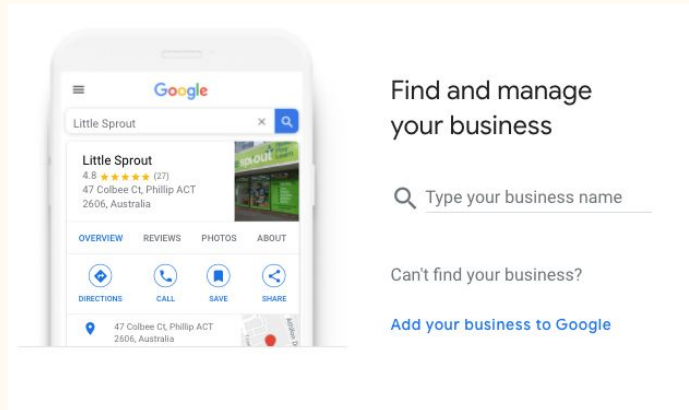


How Do You Create A Listing?

- Before you create a brand new listing, cross check and see if one already exists for your organisation.
- In Google Search, type in your organisation's name and location.
- On the right hand side of the Search Results Page, you will see Google My Business pop up, or it will be blank.
- If nothing appears, then you need to do the following...

Creating A New Google My Business Listing

Head to <https://www.google.com.au/business/sign-up/index.html>



Creating A New Google My Business Listing

1. You will be asked to input your organisation's name and location.
2. You may also have to check the box that specifies whether or not you have delivery services for your customers.
3. You also have the option to hide your address if you don't want your whereabouts to be shown.
4. Choose which category yours belongs to. Be as accurate as possible to avoid confusion with potential customers and with Google.
5. Put in your phone number and website address.

Getting Verified On Google My Business

Once you have followed the step by step instructions, Google will need to verify your listing.

Most common ways they do this:

- Send a postcard with verification code
- Phone call via an automated message
- By email where verification will be sent
- Google Search Console

Please note there are specific terms and requirements for each one, refer to **[Google My Business Verification Processes](#)**

Optimising Google My Business

How to optimise this platform for Local SEO

Keywords In Description & Category

Google uses a variety of signals to serve search results, so be sure to have Keywords in your description & category.

Include search phrases to your organisation's listing as this will be incredibly helpful.

Google also has quite a list of Categories to choose from, so ensure your selection is as accurate as possible.



How to optimise this platform for Local SEO



Operating Hours

It's very important to include your operating hours, but equally important to update them whenever they change.

Google offers the ability to customise hours for holidays and other special events.

This should be used to keep your site accurate and online users happy.

How to optimise this platform for Local SEO

Add Photos

Photos help a listings performance!

Organisations with photos on their listings receive 42% more requests for driving directions on Google Maps.

They receive 35 percent more click-throughs to their websites than listings without photos.



How to optimise this platform for Local SEO



Profile Photos

Logo: Google recommends organisation's use their logo to help customers identify your business with a square-sized image.

Cover photo: Cover photos should really showcase a brand page's personality.

Additional photos: Other, different kinds of photos are used to spotlight features of your organisation that help online users consider when making service/product decisions.

Google My Business - Reviews

- Interacting with customers by responding to reviews illustrates that your organisation values feedback.
- Positive reviews increases your organisation's visibility in search results.
- Encourage customers to leave feedback by creating a link they can click to write reviews for your organisation.
- To access this, head to your maps listing once verified and copy the share link:

Link to share

<https://g.page/elevate-your-cause-au?share> [COPY LINK](#)

The screenshot shows the Google My Business review interface for 'Elevate Your Cause'. At the top, the business name is displayed with a 5.0 star rating and 6 reviews. Below this, there are filters for categories: All, SEO 5, workshop 3, implementation 3, understand 4, and organisation 3. A 'Write a review' button is visible in the top right corner. The first review is from Lucinda Gray, dated '1 review' and 'a week ago', with a 5-star rating. The review text reads: 'Positive: Professionalism. Doreen is a knowledgeable, clear communicator in the area of SEO. I look forward to hearing more of her recommendations in the future. I participated in a webinar recently and appreciated her clear advice and knowledge.' Below the review are 'Reply' and 'Like' buttons. The second review is from Sally Hopkins, also dated '1 review' and 'a week ago', with a 5-star rating. The review text reads: 'Positive: Professionalism, Quality, Responsiveness, Value. I first met Doreen via a 1 day NFP workshop earlier in May this year. I then followed up with a 1/2 hour high level review of our website. Doreen is a very clear communicator who can make the complexity of SEO jargon and the challenges of ... More'. Below this review is a 'Response from the owner' dated 'a week ago' which reads: 'Thanks Sally! Appreciate your feedback and pleased to hear the training and content was useful for your organisation. Look forward to seeing your continued progress online.' An 'Edit' button is located at the bottom of the response.

Website Updates

Local SEO - Website Updates

- Accurately mention the organisation **name, address, and phone number on your website**
- Have the **accurate information about the locations** where your organisation's is present
- Think of the different areas that you service. If you deliver products or travel for services, include those cities, towns, counties, towns, and area names in the content **on your website** and **blog posts**.

Skill Building Activity

How can you improve Local SEO on your website?



Website Pages



Blog Posts



Other Opportunities

Listing Your Organisation

Listing your organisation with top SEO directories



- By getting quality offsite local links, you can create relevancy and trustworthiness amongst your target audience who are looking for your organisation on local listings.
- Always ensure that the links that you are getting are relevant to your organisation.

Completing An Organic Search - it's FREE!

- There are many established organisations who have created listings to help with their Local SEO efforts.
- Complete a FREE Google Search of similar organisations that offer services or products of similar nature and see what shows up
- There is no need to reinvent the wheel! Create an additional list of opportunities by doing competitor reviews, regularly.

Local SEO Keywords

Mastering keyword selection for Local SEO efforts



2. Find Keyword Modifiers

- Think about the modifiers that people will search for when looking for industry keywords
- Example - **'help for people with'**

Mastering keyword selection for Local SEO efforts

3. Find Local Keywords

- Find keywords for local SEO is to think of keywords that describe your geographic location.
- **Example - Surrey Hills, Melbourne, Sydney**

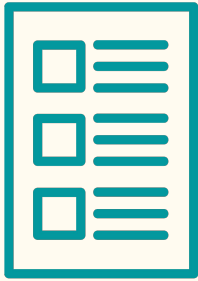


Long Tail Keywords

- Combining these three elements together then provides you with **Long Tail Keywords**.
- Your long tail strategy will in turn provide you with more visibility as online users have become more savvy with their searches.
- **Let's have a go!**

Skill Building Activity

Make a list of the following keywords for your organisation



Industry Keywords



Keyword Modifiers



Local Keywords

Where to From Here...

Action Items...

Check your website NAP – Name, Address & Phone Number

- Do you have these on your website & are they consistent?

Google My Business – Claim or Create Your Listing

- Don't forget the verification process

Listing your organisation with top local directories

- Review the list provide and also look at where other similar organisations are listed in search results

Action Items...

Local SEO website updates

- Review your website content as well as news or blog posts to ensure locations are accurately mentioned

Keyword selection for Local SEO efforts

- Use the 3 steps outlined to create a list of location keywords, so you can effectively target online users based on their proximity from you

Any Final
Questions?

Support For Your Organisation

Elevate Your Cause offers custom visibility solutions for organisations of all sizes.

These include:

- One on one consulting
- Team/Group Training
- Done For You Services

If you need some extra help setting up Google My Business for your organisation, please get in touch!



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