

*Workbook*  
**Let's Get Local!**  
**For Small Business**



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# Welcome!



Hello, my name is Dorz.

I'm an SEO specialist, and have worked in the Digital Marketing space for over 8 years, with organisations and businesses of all sizes, locally and globally.

I create custom SEO solutions, with expert and ethical recommendations paired with shareable digital content strategies for businesses & organisations of all sizes.

## The facts...

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

**97%** of people learn more about a local business/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 business 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 business to locals, **exactly when they are searching for them.**



# Why is Local SEO Important?

- Potential customers are out there right now “Googling” where to shop or by locally - and are looking for you!
- There are also online users who need your valuable services
- Brands interested in partnering with you

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

# Why is Local SEO Important?

**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 business!

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

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

**They use a Local SEO strategy.**

# The Local 3 Pack vs Organic Results



Map of Wollongong showing local businesses and landmarks. The map includes Crown St, Woolworths Wollongong, McDonald's Wollongong, native Digital, Sage Hotel Wollongong, Doreen Brown - Your Local SEO..., Wollongong Golf Club, and Wollongong Beach. The map data is from 2020.

Rating ▾ Hours ▾

5.0 ★★★★★ (1) · Internet marketing service  
Open · Closes 8PM · (0433 603 522) WEBSITE

**Doreen Brown - Your Local SEO Consultant Wollongong**  
5.0 ★★★★★ (54) · Consultant  
2/104 Kembla St WEBSITE DIRECTIONS  
Open · Closes 5PM · 0433 603 522

5.0 ★★★★★ (10) · Website designer  
1 Burelli St WEBSITE DIRECTIONS  
Open · Closes 5:15PM · (0433 603 522)  
Their website mentions search engine optimization

☰ More places



Local SEO Specialist Wollongong

All Maps News Images Videos More Settings Tools

About 183,000 results (0.57 seconds)

doreenbrown.com.au ▾

**Doreen Brown Consulting: Local SEO Specialist Wollongong**

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Your local SEO specialist in Wollongong, helping Small Businesses Grow on Google. Offering SEO services, trainings & coaching. Book an appointment today.

www.facebook.com ▸ Places ▸ Wollongong, New South Wales

**Doreen Brown - Your Local SEO Specialist Wollongong ...**

★★★★★ Rating: 5 - 1 vote

Doreen Brown - Your Local SEO Specialist Wollongong - 2/104 Kembla Street, Wollongong, NSW, Australia 2500 - Rated 5 based on 1 Review "Doreen Brown ..."

**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 potential customer completes a local search.

# Example:

## GET IN TOUCH

Get in touch with Doreen Brown today, and get the tailored support you need for your business and visibility online.



### EMAIL

hello@doreenbrown.com.au



### PHONE

0433 603 522

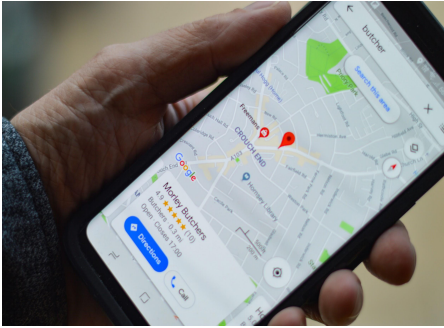


### ADDRESS

2/104 Kembla St  
Wollongong, NSW 2500

# 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 business or organisation will be more visible in organic results.

# Important Steps - Setting Up Your NAP

## 1. Your business name

Use your **full business 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 business 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 business'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 local customers find your business online and tell them about your products and services.

# Google My Business Listing

#letsgetvisible

**Doreen Brown - Your Local SEO Consultant Wollongong**  
5.0 ★★★★★ (54)  
Consultant

You manage this Business Profile

870 views in the last 28 days

Directions Save Nearby Send to your phone Share

Verify info with this place  
Hours or services may differ due to COVID-19

2/104 Kembala St, Wollongong NSW 2500  
Open now: 9am-5pm  
doreenbrown.com.au  
0433 603 522

Map showing location in Wollongong, NSW, Australia. Landmarks include Wollongong Hospital, Wollongong Light House, and Wollongong City Beach.

## Local Maps & Search Results

#letsgetvisible

**Doreen Brown - Your Local SEO Consultant Wollongong**

See photos See outside

Website Directions Save Call

5.0 ★★★★★ 54 Google reviews  
Consultant in New South Wales

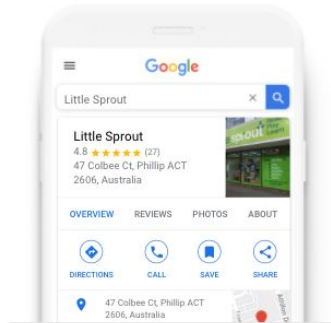
**Address:** 2/104 Kembala St, Wollongong NSW 2500  
**Hours:** Open - Closes 5PM  
**Phone:** 0433 603 522  
**Appointments:** doreenbrown.com.au

## How Do You Create A Listing?

- Before you create a brand new listing, cross check and see if one already exists for your business.
- In Google Search, type in your business 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>



Find and manage  
your business

🔍

Can't find your business?

[Add your business to Google](#)

## Creating A New Google My Business Listing

1. You will be asked to input your business 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!

Businesses 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 businesses 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 business values feedback.
- Positive reviews increases your business 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

## Doreen Brown - Your Local SEO Consultant Wollongong

2/104 Kembla St, Wollongong NSW

[Write a review](#)

5.0  54 reviews

Sort by: Most relevant

All understand 16 website 13 information 12 small business 10 +6

 a month ago

**Positive:** Professionalism, Quality, Responsiveness

So much praise for Doreen and her efforts in developing my new website totaflighterfi.com. Super happy with the finished product, Doreen has been highly professional throughout the design process. Knowledgeable and understanding, I recommend her services :)

 1

**Response from the owner** a month ago

Thank you Danel! It was a pleasure working with you and I look forward to seeing your online presence and business continue to grow.

 Edit

 **PipeWolf Media**

Local Guide · 14 reviews · 533 photos

 2 years ago

We absolutely loved working with Doreen Brown Consulting. Her process is simple to follow and she's great at taking the guess work out of SEO and organic search. So happy we found her - she's been amazing to work with.

 3

## Local SEO - Website Updates

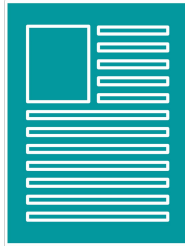
- Accurately mention the business **name, address, and phone number on your website**
- Have the **accurate information about the locations** where your business is present
- Think of the different areas that you service. Include those cities, towns, counties, towns, and area names in the content **on your website** and **blog posts** and **meta data**.

## Skill Building Activity

How can you improve Local SEO on your website?



**Website Pages**



**Blog Posts**



**Other Opportunities**

# Listing Your Business

## Listing your business 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 business on local listings.
- Always ensure that the links that you are getting are relevant to your business.

## **Completing An Organic Search - it's FREE!**

- There are many established businesses who have created listings to help with their Local SEO efforts.
- Complete a FREE Google Search of similar businesses 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

## 1. Find Industry Keywords

- Look for keywords that identify the most common phrases that people will use to find your business
- **Example - Physio**





# 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 - Wollongong**

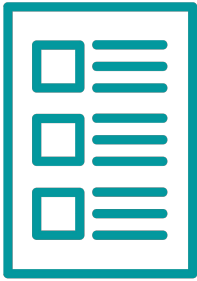


## Long Tail Keywords

- 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 business



**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 business with top local directories**

- Review the list provide and also look at where other similar businesses 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 Business

**Doreen Brown Consulting offers custom visibility solutions for businesses 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, please get in touch!

## Contact info:

**Doreen Brown**  
**Founder**

Email: [hello@doreenbrown.com.au](mailto:hello@doreenbrown.com.au)  
Web: [doreenbrown.com.au](http://doreenbrown.com.au)

