

Local Search Engine Marketing

Checklist for local businesses

On-Page Factors

- Verify that your complete address and phone number is on your “contact” page
- Put your complete address and phone number on every page (probably in the footer)
- Add your City (and perhaps your State) in your home page title tag
- Use hCard microformat contact info on your site (involve your web developer)
- Reference KML file on your site (involve your web developer)

Search Engine Local Business Listing

- Claim your listing in Google Maps
- Claim your listing in Yahoo Local
- Include your product/service in your local listing title (if reasonably possible)
- Include location in your local listing title (if reasonably possible)
- Include product/service and location in local listing *description* (if reasonably possible)
- Be sure to choose the correct category for your listing
- Use your local phone number in listing (instead of an 800 number)
- Enter a unique physical address in the listing
- Add coupons, pictures, and videos (as available)

Linking

- Get other local websites to link to your site (ongoing effort)
- Get links with location and/or product or service in link text (if possible)
- Request that your address and/or phone number be near the links you get (if possible)

Review Sources to get listed on

(Listed in priority order. Only list on those applicable to your business)

- | | | |
|---------------------------------------|---|---|
| <input type="checkbox"/> CitySearch | <input type="checkbox"/> MerchantCircle | <input type="checkbox"/> Guidespot |
| <input type="checkbox"/> Yelp | <input type="checkbox"/> MSN/Live | <input type="checkbox"/> Panoramio |
| <input type="checkbox"/> InsiderPages | <input type="checkbox"/> Local.com | <input type="checkbox"/> Yahoo Yellow Pages |
| <input type="checkbox"/> SuperPages | <input type="checkbox"/> Ask.com | <input type="checkbox"/> Yellowbook |
| <input type="checkbox"/> TripAdvisor | <input type="checkbox"/> Zagat's | |

Reviews

- Setup an online method to request reviews on any of the above (newsletter, etc).
- Setup a method to request reviews *offline* (postcards, etc).

NOTE: For more details on these topics, download the whitepaper “Local Search Engine Marketing – a How To Guide” at <http://www.HippoIM.com/Default.aspx?pageId=180651>