



Localizing SEO Efforts

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Local SEO

“ Users search to find local businesses.

“ Desktop.

“ Laptop.

“ Mobile.



Ranking factors

- “ User’s location.
- “ Your site’s information.
- “ Keywords

12 DAYS TO GO

Do you build an E-Commerce Site
around Content or People?



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Are you listed?

- “ Google Places - <http://www.google.com/places/>
- “ Yahoo Local - <http://local.yahoo.com/>
- “ Bing Local - <http://www.bing.com/local/>
- “ Foursquare - <https://foursquare.com/business/>
- “ TripAdvisor - <http://www.tripadvisor.com/Owners>
- “ Local directories

“ False business location.

“ Keyword stuffing in business name.

“ Non-match or absence of name, address, phone number

“ Reports of violation on your place page.

“ Malware on site.

“ Location of keyword in categories.

“ Incorrect placement of map marker.

Negative ranking factors

Optimize your site

- “ Domain name
 - “ International or local?
- “ Web hosting
 - “ Philippines or abroad?
- “ Are you easy to reach?
 - “ Add call buttons

Where is your key demographic?

- “ Use Google Analytics to find out.
- “ Find local keywords.



14
DAYS
TO GO

DO YOU LOVE TO
CREATE AND SHARE
IDEAS?



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Content marketing

- “ Learn about relevant local content. (Google Alerts & Trends)
- “ Reviews
- “ Testimonials
- “ Trending topics
- “ News
- “ Forums

Measure effectiveness

- “ Check if traffic rises over time.
- “ Check bounce rate.
- “ Check conversion.

13 DAYS TO GO

Analyze E-Commerce Site Performance



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See you at the
next webinar!