

Your Ultimate Guide for Local SEO in 2021

Search engine optimization (SEO) plays a vital role in getting your website to populate on Google when someone searches for a product or service you provide. SEO has become a complicated and convoluted concept for many of our clients, and its ever-changing nature has only made it harder to grasp over the years. We wanted to take the time and go over the importance of local SEO and how it can benefit your business in 2021.

Local SEO vs. Organic SEO

If you've learned anything about SEO over the past few years, you've most likely learned about organic SEO. This type of SEO is viewed by a national or global audience and is still very relevant to your website and business. That being said, local SEO has been introduced to the industry fairly recently and gives our smaller and local businesses a higher advantage.

Local SEO specifically seeks to make a small or local business more prominent in local Google searches, whether that be on Google Maps, Apple Maps, local review platforms, or a feature called Google packs which houses Google My Business profiles. While local SEO helps out smaller businesses, it's important to note that this local SEO needs to work hand-in-hand with traditional organic SEO to put local businesses at an advantage.

Google's Local Algorithms

Google searches show organic search results based on relativity to the user's search including the geographic location or the location in the search term. What makes local SEO so special and sets it apart from these traditional algorithms is its concept of considering *proximity*. Putting proximity into consideration in terms of the user's search is not necessarily a new concept, but one that is held more strongly with local SEO, giving smaller and more local businesses the advantage over national or international brands.

Optimizing Your Business for Local SEO

Let's break down how your business will show up on Google's local search results, so you can know what to expect when users search for your products and services while optimized for organic and local SEO.

- **Localized Search Results.** Google's organic search results are naturally optimized for the location of the user. This allows your business to have your website pages, business profiles, etc. pop-up given the location of your business and the user searching for your products and services.
- **Local Pack Results.** You'll most likely find pack results, or my business results, just above the rest of the organic search results. Google's local packs will typically include three listings for local and small businesses which can be clicked on for more information.
- **Local Finder Results.** Local Finder results really only populate when you click "more places" in a local pack. When the link is clicked, it'll take the user to a comprehensive ranked list of local shops similar to the location they were previously viewing.
- **Google My Business Profiles.** If your user searches for your company or practice's specific name, your Google My Business profile will appear. This profile contains numerous pieces of information that can influence your local business results. It's always important to keep your business information up-to-date on all parts of your business profile, so both Google and your consumers can easily find you.

When it comes to SEO, you may need help to make sure you're fully optimized. That's where Anzolo's professional team is able to step in. If you're interested in learning more about how you can optimize your local and organic SEO, [contact us](#) today to set up your private consultation with one of our team members.