

Search Engine Placement through Local Listings

As search engines continue their quest to provide the most relevant content to their users, many have begun to place data from their map and local directory features inside the regular search engine results. Taking advantage of local listings can help businesses gain top placement on the search engines for local searches with little time and expense.

Some of the businesses that benefit greatly from local listings include:

- Doctor's and professional services offices
- Spas
- Florists
- Hotels
- Restaurants

Unlike marketing of a website using traditional SEO, not every query triggers the display of a local listing. Searches that contain the location within the search term itself, like [locksmiths new york city], and some searches for local-type terms, like [pizza], feature local listings on the results page.

The display of local listings on these search engine queries pushes the regular, organic results farther down the page. When this happens local results are the very first thing that your potential website visitor sees. Local listings are thus an essential component to a comprehensive web marketing campaign, even if you already have a traditional SEO program.

If you already have local listings, k2 Web Development & Marketing can optimize your current business profile in each of the three major search engines using SEO best practices so that your listing appears at the top of the local results for terms related to your business.

Benefits of Local Listing Optimization

- Increased search engine visibility and traffic in a short timeframe
- Clicks to your website are free; setup costs are generally recovered in 1 - 3 months
- Location-specific targeting
- No editing of your current website required
- Placement on regular and local-only searches
- Target mobile (cell phone / PDA) customers

Timeframe

Completion of optimization: 2 weeks

Required verification by the search engines: within 30 days

Upon configuration and implementation of the updates to your local listings, the search engines will send your business a postcard with a PIN code to verify the changes. You will need to provide k2 Web Development with that number in order for your changes to go into effect.

Pricing

Local listing creation and/or optimization for Google, Yahoo and MSN search engines: \$450