



Local SEO

The Building Blocks for Success



Every building needs solid foundations

@Optimisey

#Optimisey

Foundations: Key things to get down

- Tracking & monitoring
- SEO basics
- GMB

@Optimisey

#Optimisey

Foundations: Key things to get down

- Tracking & monitoring - optimisey.com/googletools
- SEO basics
 - GMB

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Foundations: Key things to get down

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GMB - Google My Business

The screenshot shows a Google search for 'optimisey'. The search results include a link to 'Optimisey: SEO in Cambridge' with a description of the company as an SEO consultancy based in Cambridge, England. Below the search results, there are sections for 'Next event', 'Optimisey MeetUps', 'About', 'Best marketing tools', 'SEO Advice', and 'Be a Speaker'. To the right, the Google My Business profile for 'Optimisey' is displayed, featuring a photo of a person speaking at a podium, a map of the United Kingdom highlighting Cambridge, and details such as the website, phone number, and hours. The profile also shows a 4.9-star rating from 14 Google reviews and a 'Questions & answers' section.

Google optimisey

About 14,400 results (0.42 seconds)

Optimisey: SEO in Cambridge
<https://optimisey.com/> ▼
Optimisey is an SEO Consultancy, based in Cambridge, England. I run a series of free-to-attend SEO events too. Come and find out more about how I can help ...

Next event
When is the next Optimisey, Cambridge SEO MeetUp event ...

Optimisey MeetUps
Come to the free Optimisey SEO MeetUps in Cambridge and ...

About
What is Optimisey, the Cambridge SEO MeetUp? Find out about ...
[More results from optimisey.com »](#)

Best marketing tools
Best marketing tools. As well as being an SEO Consultant, I'm ...

SEO Advice
The Optimisey blog is packed with SEO advice and tips - with ...

Be a Speaker
Be a Speaker. This could be you (the kilt is optional). The ...

Optimisey - The Cambridge SEO Event (Cambridge, United Kingdom ...
<https://www.meetup.com/optimisey/> ▼
Optimisey is a new meet up for all those that have ever wondered (or been asked) "How do I get to the top of Google?" Here's a short video (thanks to sponsors, ...

©©©©©©©©© (@Optimisey) · Twitter
<https://twitter.com/Optimisey>

Optimisey
Website Save
4.9 ★★★★★ 14 Google reviews
Hours: Closed · Opens 9AM Mon ▼
Phone: 01223 123456
Suggest an edit

Questions & answers
See all questions (1) Ask a question

Reviews Write a review Add a photo
"Very knowledgeable, friendly and approachable."

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GMB - Google My Business

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<https://twitter.com/Optimisey>

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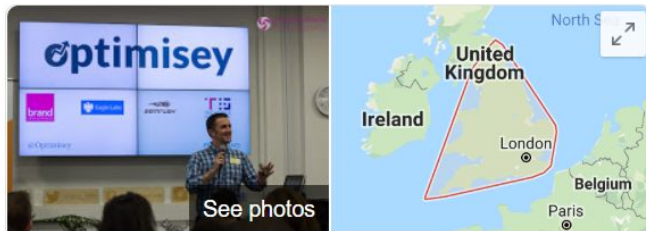
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GMB - Google My Business



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Questions & answers

[See all questions \(1\)](#)

[Ask a question](#)

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[Ask a question](#)

[Send to your phone](#)

[Send](#)

Reviews 2

[Write a review](#)

[Add a photo](#)



"Very knowledgeable, friendly and approachable."



"Good **people**, great talks!"



"Great **work** so far keep it up!"

[View all Google reviews](#)

From Optimisey


"I'm Andrew, an SEO Consultant with more than 20 years experience in digital marketing. I've worked with world-famous brands and small local businesses; household names and start-ups no-one has heard of - yet. Let me help you get more of the right... [More](#)

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GMB - Google My Business

optimisey on Google





11th Optimisey SEO Event
23 May, 18:00 - 20:30
The 11th Optimisey event is
1 Apr 2019
[Sign up](#)





 Add a post
Tell customers about a special event, deal or product.


 Visible only to you

Profiles

 Twitter  YouTube

People also search for

 Cambridge Spark Educational Institution  Friends Meeting House Religious organisation  Barclays Eagle Lab Cambridge Co-working Space  View 10+ more

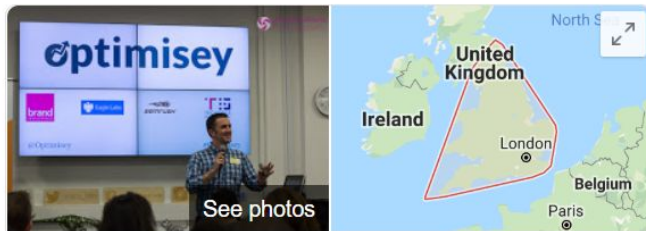
 The Academy Musician

[Export CSV](#)

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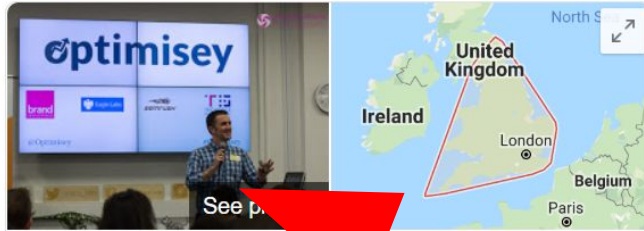
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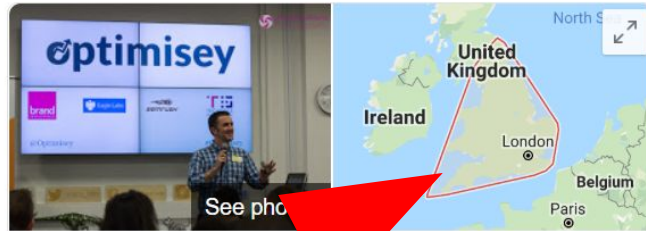
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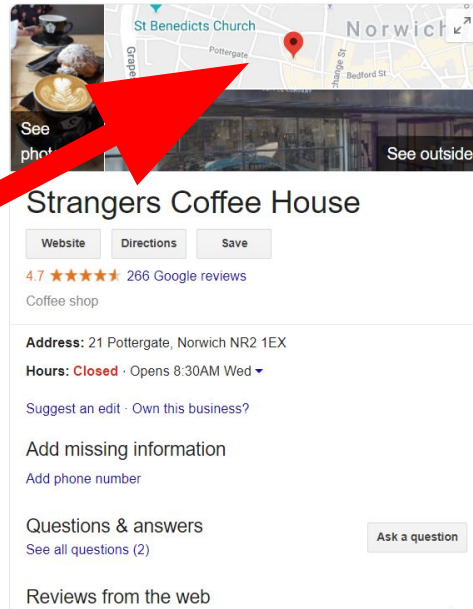
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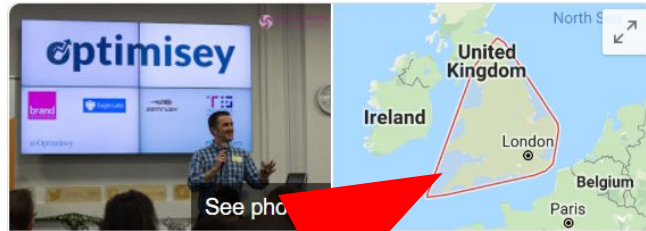
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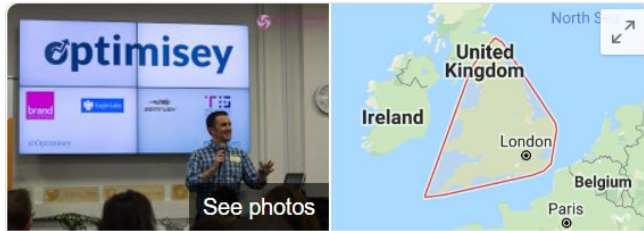
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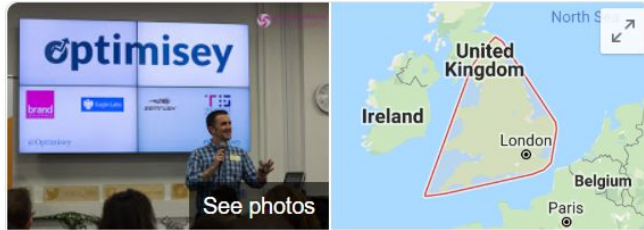
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Optimisey

Website

4.9 ★★★★★

Hours: Closed

Phone: 01223

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Questions

See all questions

Optimisey

Harston, Cambridge

Ask a question

Is it true Questions and Answers are rolling out to all listings on Google My Business?

1 Answer



Optimisey (Owner)

a year ago

What a "great" question Optimisey! :)

Yes, it is true - as you can see here. It's a real opportunity for businesses to engage directly with their audience right in the search results.

1

@Optimisey

#Optimisey

GMB - Google My Business



Optimisey

Website

4.9 ★★★★★

Hours: Closed

Phone: 01223

Suggest an edit

Questions

See all questions

Optimisey

Harston, Cambridgeshire

Is it true?
Business?

1



Optimisey

a year

What

Yes,

audience

1

**WARNING:
UNINTENDED
CONSEQUENCES
AHEAD**

on Google

@Optimisey

#Optimisey

GMB - Google My Business



brightonSEO.

@greggifford
#brightonseo

DEALERON

@Optimisey

#Optimisey

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brightonSEO.

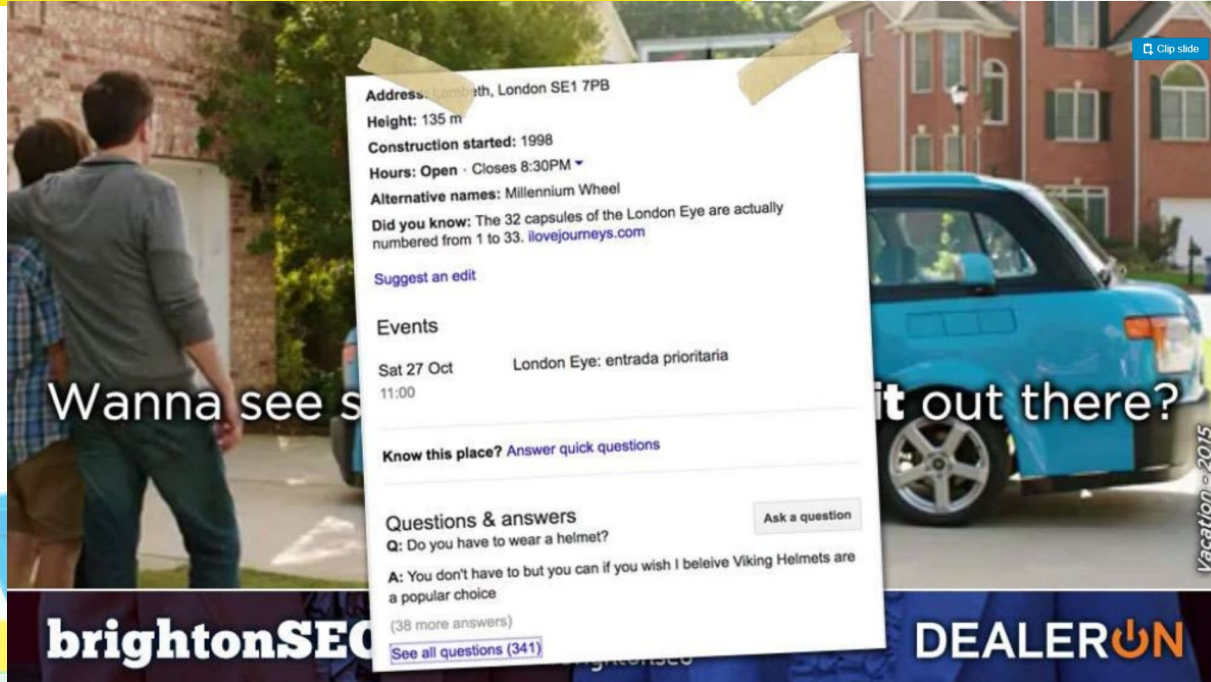
@greggifford
#brightonseo

DEALERON

@Optimisey

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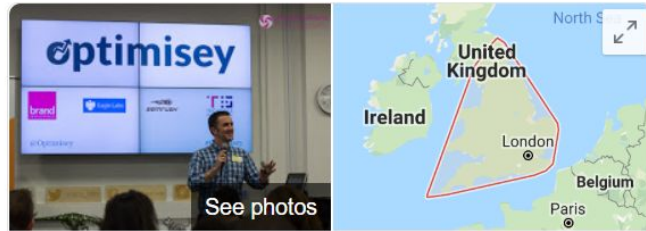
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Reviews 2

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"Good **people**, great talks!"



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Reviews

@Optimisey

#Optimisey

Reviews



@Optimisey

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Reviews

- [Smallthanks.withgoogle.com](https://smallthanks.withgoogle.com)
- honeypotmarketing.com/direct-link-google-review/

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Reviews

Optimisey

**Support us
with your
reviews and
photos on
Google.**

#SmallThanks

Google

@Optimisey

Optimisey

**“Andrew is very
knowledgeable
regarding SEO &
really
approachable.”**

A 5-star #SmallThanks
by Nikos T

Google

#Optimisey

Reviews

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Nikos T's ★★★★★ review

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Optimisey

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REALLY
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Nikos T's ★★★★★ review

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#SmallThanks

#Optimisey

Summary

- **TRACK EVERYTHING**
- **Categories** - primary & secondary
- **Photos** - upload good ones; video too
- **Reviews** - get them & make them good!
- Use ALL the extras: **Q&As** and **Posts**

@Optimisey

#Optimisey

GMB - Google My Business

☰ cafe in cambridge 🔍 ✕

Rating at least
Any rating ▾

Little Petra ▾
Ad 5.0 ★★★★★ (4)
Restaurant · 94 Mill Rd
Open until 20:00

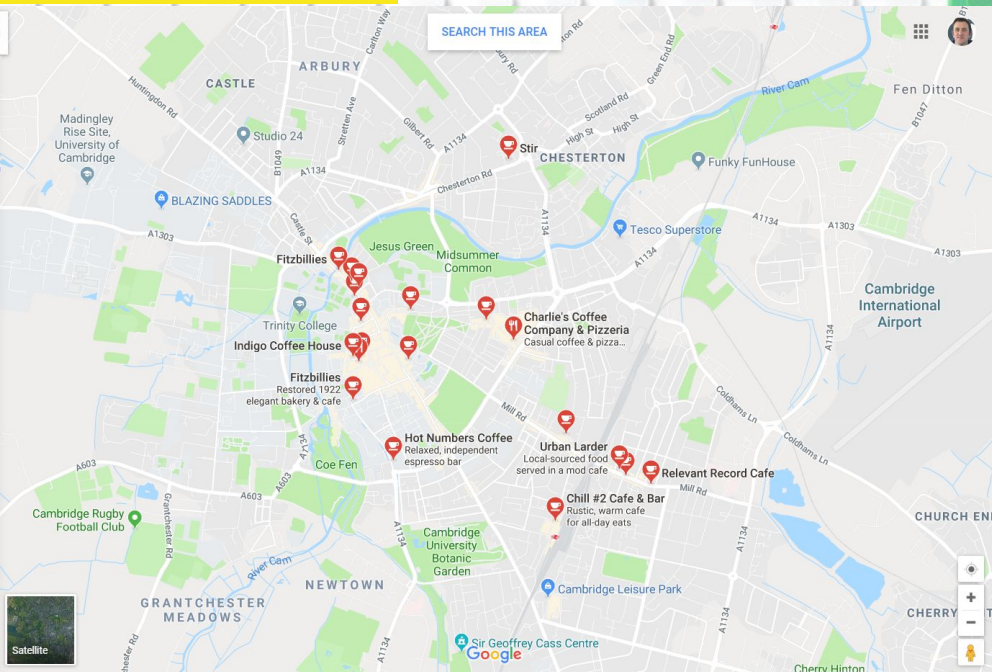
Fitzbillies
4.1 ★★★★★ (684)
££ · Cafe · 51-52 Trumpington St
Restored 1922 elegant bakery & cafe
Open until 18:00

Bould Brothers Coffee
4.8 ★★★★★ (326)
££ · Coffee shop · 16 Round Church St
Snug, elegant cafe for coffee drinks
Open until 16:30

Relevant Record Cafe
4.5 ★★★★★ (458)
££ · Cafe · 260 Mill Rd
Open until 17:00

The Locker Cafe
★★★★★ (20013)
Showing results 1 - 20

☐ Update results when map moves



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Things Google Maps thinks are important

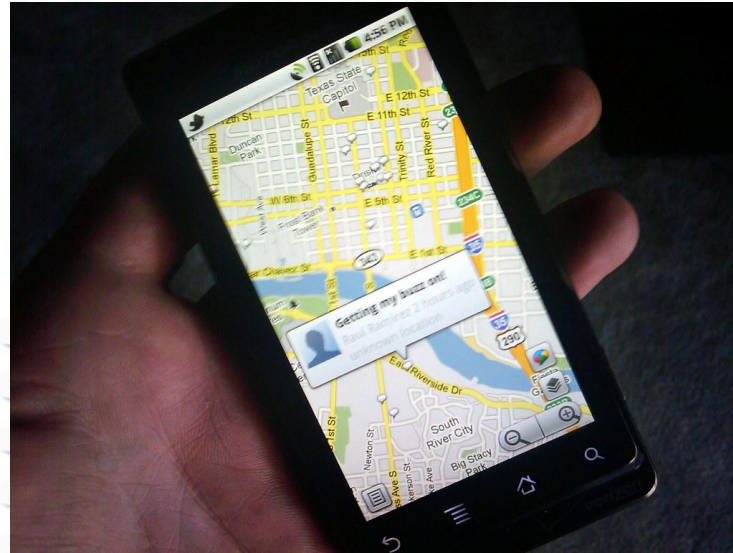
- Distance
- Relevance
- Prominence

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Things Google Maps thinks are important

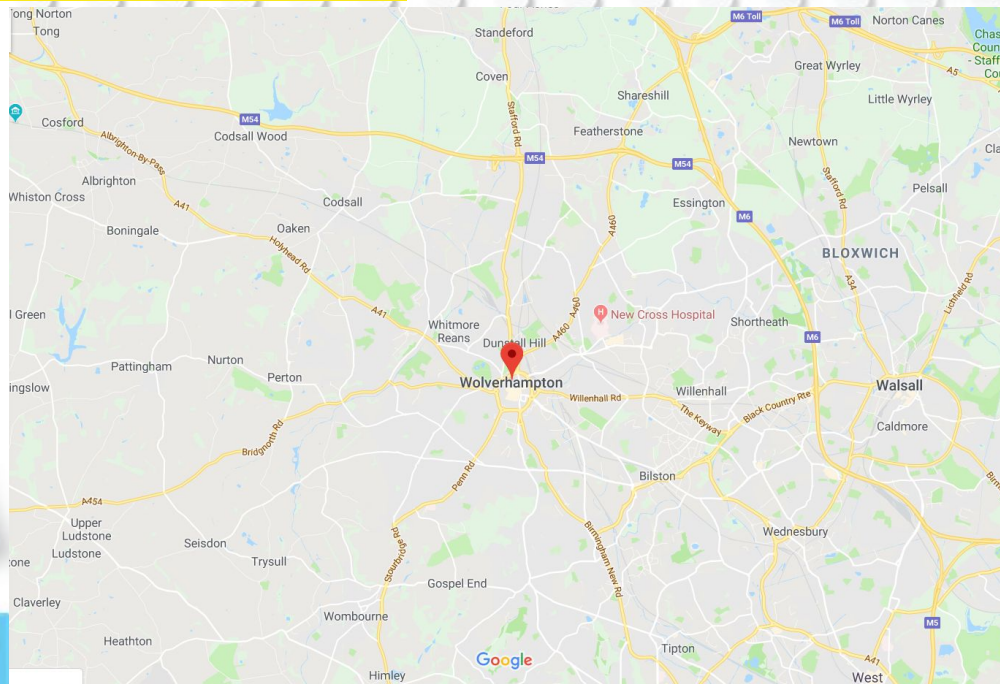
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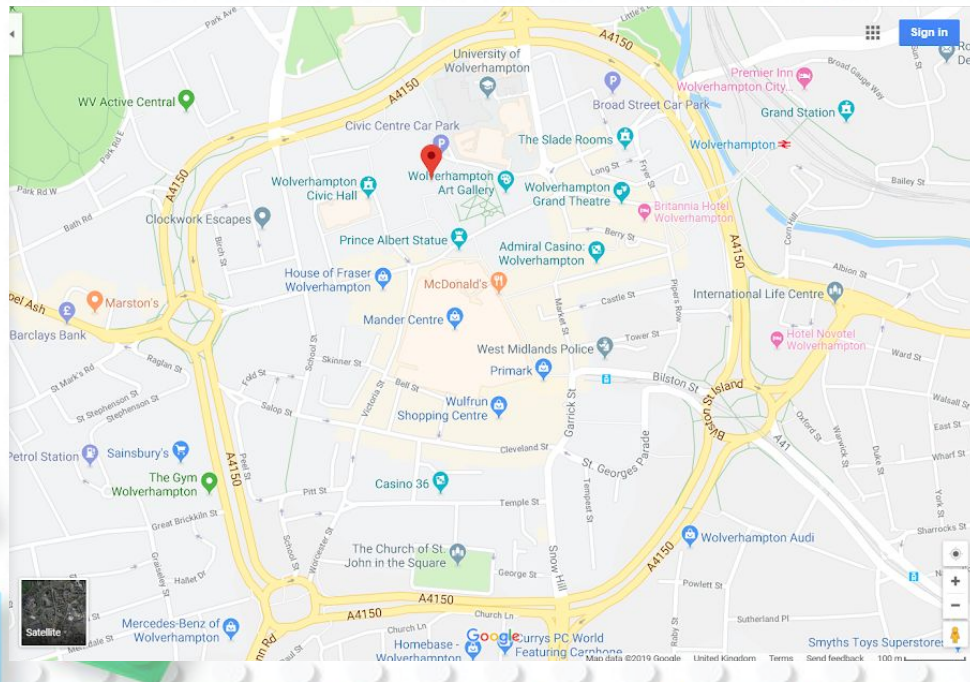
Google Maps: Distance



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#Optimisey

Google Maps: Distance



@Optimisey

#Optimisey

Google Maps: Distance



@Optimisey

#Optimisey

Google Maps: Distance

Search: indian restaurant wolverhampton

Rating at least
Any rating

Marigold Indian Restaurant
Wolverhampton
4.2 ★★★★★ (74)
Indian · Harlan House, Fold St
Open until 23:00

New Spice Restaurant
4.3 ★★★★★ (127)
E · Indian · 35-37 School St
Smart modern curry house with Balti menu
Open until 23:00

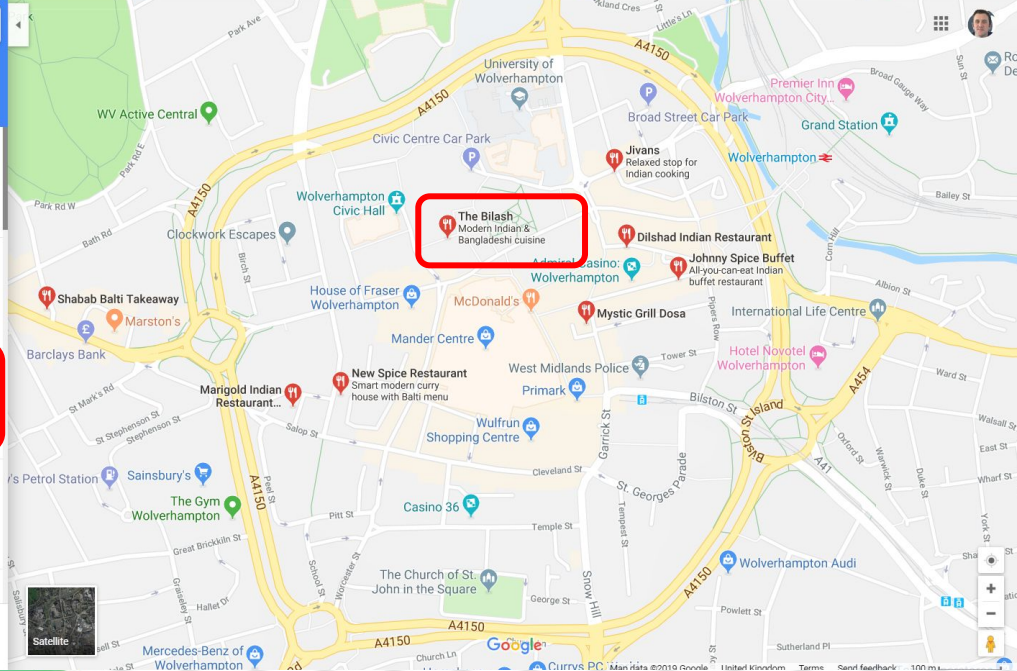
The Bilash
3.9 ★★★★★ (110)
EEE · Indian · 2 Cheapside
Modern Indian & Bangladeshi cuisine
Open until 22:00

Jivans
4.4 ★★★★★ (126)
E · Indian · 14 Broad St
Relaxed stop for Indian cooking
Open until 00:30

Dilshad Indian Restaurant
4.2 ★★★★★ (110)
E · Indian · 14 Broad St
Open until 23:00

Showing results 1 - 20

☐ Update results when map moves



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Service Area Business?

Google My Business

Business name
Acme Cakes

Country / Region
United Kingdom

Street address
Acme House

Post Town
Enter the full post town name

Postcode

Main business phone

Category
Bakery

Website
Enter a URL

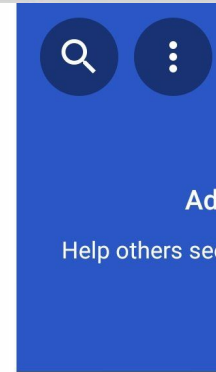
I deliver goods and services to my customers at their location
—important information
☒ Yes ☐ No

Continue

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Relevance: Name Spam



Avs Nurse call Cctv cameras,
Access control, Alarms, Electric
Fence, Gates, Intercoms &
Boom Gate

0 ratings and reviews

Security System Installer

+ Follow



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Relevance: Business Category?



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#Optimisey



Relevance: Business Category?

3,936

optimisey.com/pleper

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#Optimisey

Google Maps: Distance

indian restaurant wolverhampton

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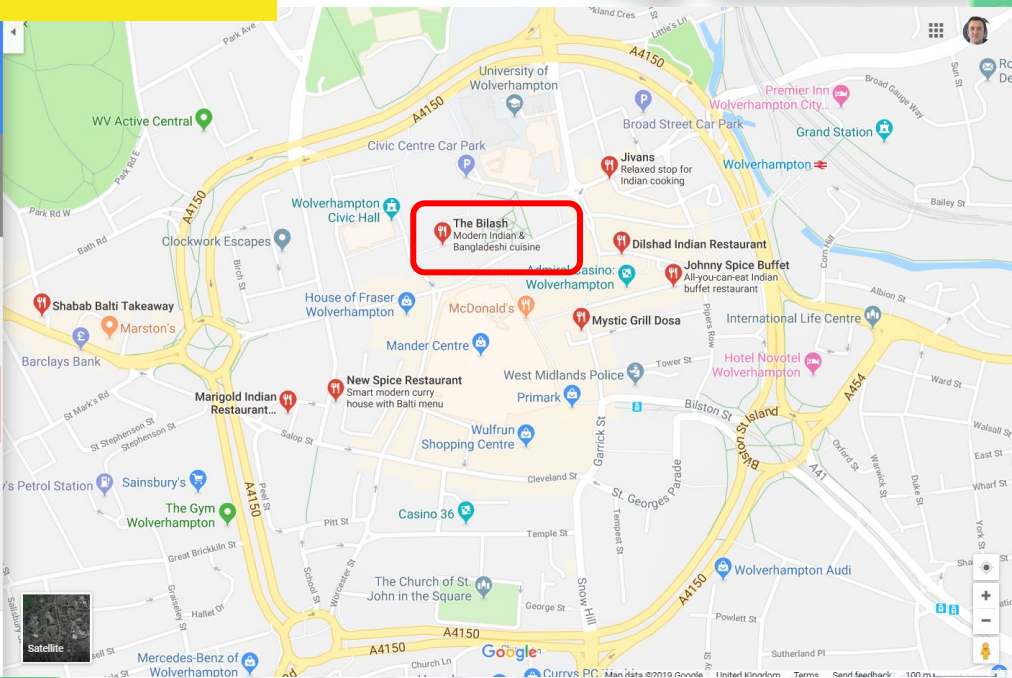
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Google Maps: Distance

indian takeaway wolverhampton

Rating at least
Any rating

Shimla Balti
4.6 ★★★★★ (126)
£ · Indian · 480 Stafford Rd
Open until 00:00

New Spice Restaurant
4.3 ★★★★★ (127)
£ · Indian · 35 - 37 School St
Smart modern curry house with Balti menu
Open until 23:00

Penn Tandoori
4.5 ★★★★★ (260)
££ · Indian · 272 Penn Rd
Casual Indian dining in sleek restaurant
Open until 23:00

Marigold Indian Restaurant Wolverhampton
4.2 ★★★★★ (74)
Indian · Harlan House, Fold St
Open until 23:00

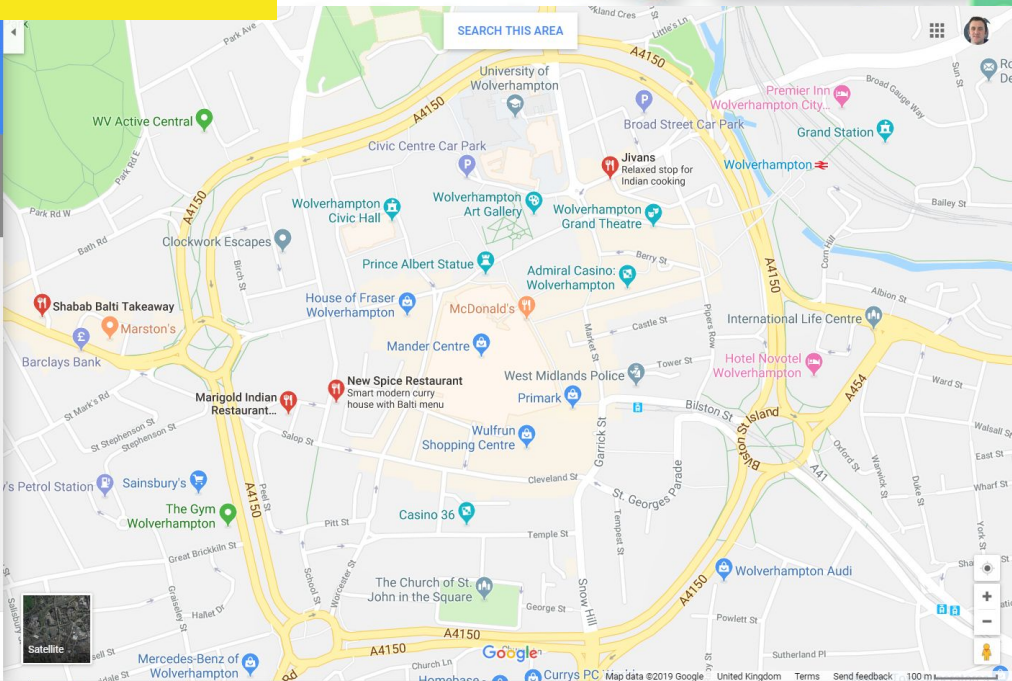
Pearl of Bengal
4.1 ★★★★★ (234)

Showing results 1 - 20

☐ Update results when map moves

2

1



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#Optimisey

Experiment!



@Optimisey

#Optimisey



Prominence

“Prominence refers to how well known a business is. Some places are more prominent in the offline world, and search results try to reflect this in local rankings.”

@Optimisey

#Optimisey

Prominence



@Optimisey

#Optimisey



Prominence

“Prominence is also based on information that Google has about a business from across the web (such as links, articles and directories). Google review count and score are also factored into local search ranking – more reviews and positive ratings will improve a business's local ranking.

Your position in web results is also a factor, so SEO best practices apply to local search optimisation.”

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***Your position in web results** is also a factor, so SEO best practices apply to local search optimisation.”*



Learn more

- Claire Carlile
optimisey.com/localresources
- Greg Gifford
dealeron.com
- Tim Capper
onlineownership.com

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***THANK
YOU***

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