

SEO GUIDE

for

ROOFERS · PLUMBERS · HVAC · HOME SERVICE PROVIDERS · ATTORNEYS



Table of Contents

01	A Guide To Local SEO	Page 3
02	Optimize Your Business Listing	Page 10
03	BACKLINKS 101	Page 15
04	CONTENT WRITING 101	Page 18
05	Importance of NAP & User Experience	Page 21
06	Find & Get The Best Reviews For Your Business	Page 24
07	Optimize Your Google My Business Listing	Page 28
08	Essential Local SEO & Listing Management Tools	Page 32

The background is a blurred photograph of a crowd at night, possibly at a concert or festival. A large blue rectangular overlay covers the center of the image, containing the title and subtitle. The number '1' is inside a thin green circle above the title. The background image shows people's faces and clothing, with some text visible on a shirt in the lower left, which is upside down and reads 'OPTIMIS'.

1

A Guide to Local SEO for

ROOFERS • PLUMBERS • HVAC •
HOME SERVICE PROVIDERS • ATTORNEYS

What is Local SEO & Why is Local Search Important

Local Search Engine Optimization is focused on optimizing your business website locally, instead of to the world.

Search Terms that focus locally are:

- Roofers near me
- HVAC near me
- Home Service Providers
- in [city name]
- Attorneys in [city name]



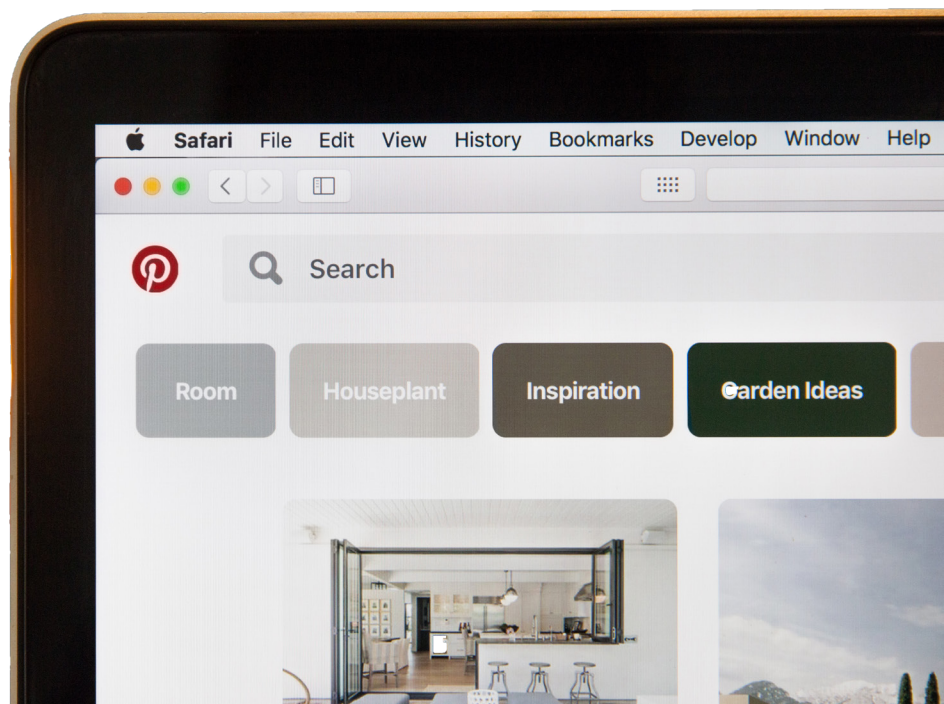
Local SEO is different from standard SEO. It's a strategic process designed to help local businesses gain exposure, so they don't have to compete with large corporations.

This is all done by optimizing your website's content, page speeds, link building, and claiming all your business listings. Instead of focusing solely on keywords optimizing and writing authority content.

Don't Believe That Local SEO Is Important?

Here are a few statistics that prove why local search is essential for all local businesses

- **71%** of people who have been surveyed said they search for the location of a business to confirm its existence before going there for a first-time visit
- **60%** of American adults conduct searches for local services or product information on tablets and smartphones.
- **18%** of local mobile searches lead to a sale within one day
- **97%** of consumers looked online for local businesses in 2017, with 12 percent looking for a local business online every day
- **50%** of people who did a local search on their phone went to a physical store within one day



Companies That Benefit From Local SEO

Roofers & Plumbers

Being a laborer is one of the easiest companies to take advantage of Local SEO. Whenever someone needs an emergency involving your roofs or plumbing, they go online and find the closest tradie that can help fix their problem.

Most people don't want to wait for hours before the laborer arrives. So optimizing your website and business will increase your online visibility resulting in more customer traffic.

HVAC & Home Service Providers

As an HVAC and Service provider, hundreds of other businesses also provide the same services. So how do you differentiate from your competitors?

Local SEO rewards businesses that provide local address information towards their business listings and customers that leave reviews and ratings on your pages.

This allows potential clients to make an assessment of your business's quality of service and the customer's thoughts after working with them.

Attorneys

Being listed as the top-ranked search on Google's Local Search engine, you're rewarded with a "call us" call to action button. This allows individuals to immediately call an attorney if they had any issues instead of searching it on your website.

This is handy when you're in an accident, and you need to find somebody that can help with their problems immediately.



Local SEO Basics

Local SEO is similar to organic SEO. Keyword Research, Content Writing, Link Building, and On-Page Optimization are the main methods of being the authoritative business in your local area. Still, the only difference is the focus on the demographic and reach.

Keyword Research

As more people use smartphones and home devices, including Google Home and Amazon Echo, more and more people ask for local searches.

Most keywords used for local SEO are focused on “[profession] near me” or an industry-related question that people search for.

Similarly to organic SEO keyword research, finding words that have a high search volume while a low SEO difficulty can help rank your business website quickly.

Tools, including **Keyword.io** and **Ubersuggest**, provide all the necessary data and information to help your business become the first result they see when they need your service.

Content Writing

Trust and authority is the best way to attract new customers.

Authority is showing that you are an expert in your particular industry, and there is no other business that knows or creates the results that you do.

Content writing mixed with Local SEO keywords is a great way to show that you are knowledgeable in your area. The more content that provides value and teaches the customer, the more likely they will trust you, resulting in your revenue and sales skyrocketing.



Link Building

To build an authoritative local SEO profile, you need businesses to vouch for your services. These include:

- Citation / NAP sites.
- Industry-related local sites.
- The local directory or Institutional websites.

Citation / NAP sites

Name, Address, and Phone Number (NAP) sites are websites that increase your local search presence. They act as a citation to increase your local presence on Google.

Industry-Related Local Sites

Being in Universities, Colleges, Schools, Government Association, and Newspapers tells Google that you're a legitimate business and helps increase the value of your local website profile.

Local Directory Websites

Local Directory Websites are general websites such as Yellow pages to increase your visibility and authority on local searches.



Summary

Local SEO increases your search visibility for your business around your local community.

This chapter was a primer to give you an idea of how Local SEO can help boost your online visibility and increase the number of customers calling for service.



A background image of a crowd at night, possibly at a concert or festival, with blurred lights and people. A solid blue rectangular overlay covers the center of the image, containing the title and subtitle. The number '2' is inside a thin white circle above the title.

2

Optimize Your Business Listing

Local Search Ranking Tips You Need To Know

The Basics Of Being Top Ranked On Google

As searching for a business on mobile phones have become more popular, local SEO has become crucial to become seen by these potential customers. However, this also means there is a lot of demand and competition to be noticed and chosen.

This chapter will cover the signals that Google uses to rank your business.

Local SEO Ranking Signals

Google My Business

[Google My Business](#) is a free way to rank higher in terms of Google's searches, and it's free.

When you're creating the listing, make sure you choose the category that fits your business. The fewer and accurate the categories, the more direct your audience will be.

Make sure the photos represent your business correctly. Including how it looks outside and inside your building, your products/service, staff, and customers.

The more information you add in the Google listing, the more credible and authority you will have.

Other Search Engines & Sites

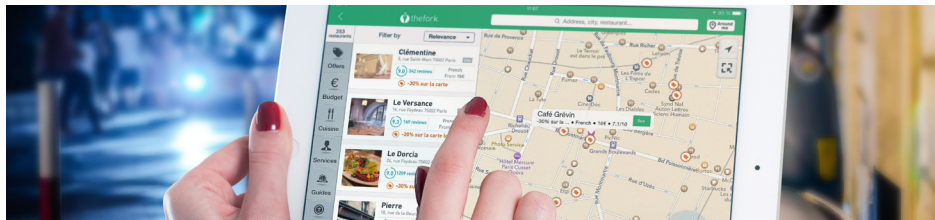
Bing has around 30% of all search engine traffic and is another way to differentiate your business from your competitors. As most people only think putting their business on Google is enough, they're missing out on millions of potential customers.

Claim your business listing on [Bing Places](#)



Being on Online Directories sites can also provide a little boost to your business authority via link building. Sites including:

- [Apple Maps](#)
- [Yahoo's Localworks](#)
- [YellowPages](#)

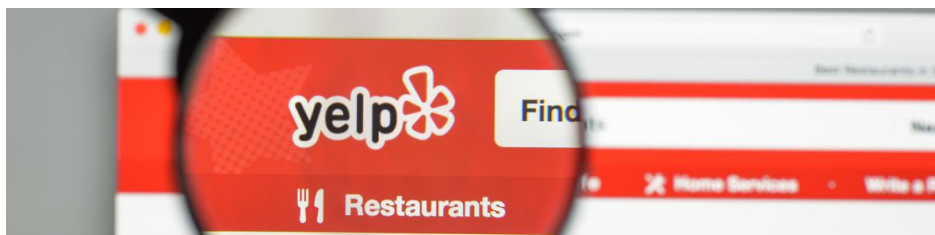


Increase the Number of Positive Reviews

High-quality reviews improve your local business's visibility. It also provides an insight into your business that can create more trust for potential customers.

Signing up to Reviews Sites can also help increase trust and authority. Sites including:

- [Yelp](#)
- [Glassdoor](#)
- [Angie's List](#)



Make sure to respond to every review you get. As you write your messages, add your city and local SEO keywords to add a little boost to your SEO rankings.

However, if you receive a negative review, make sure you respond and follow up. You get penalized if you don't respond to any bad reviews.

Social Media Listing

Social Media Platforms do not have a significant impact on your business listing. Still, they have a substantial effect on your social SEO.

Having a business page with your photos, websites, descriptions, and hours can help attract more customers to your site. It's an excellent way to interact with your existing customers and attract more potential customers. As they learn more about what your business will be about.



Consistent NAP

Having your name, business address, and phone number are crucial as Google wants to make sure they provide accurate information to their viewers. This includes social media, maps, review sites, and review sites.

Mobile Responsive Sites

As 50% of people who did a local search on their phone went to a physical store within one day. Making your site mobile-friendly is crucial to attracting potential customers.

Ensure that your meta titles and descriptions on every web page are written, as this gives the users an expectation of what they'll find when they click on the page.

Localized Content

To become an authority in your local industry, you must continue to publish content where you can add your keyword researched terms and location.

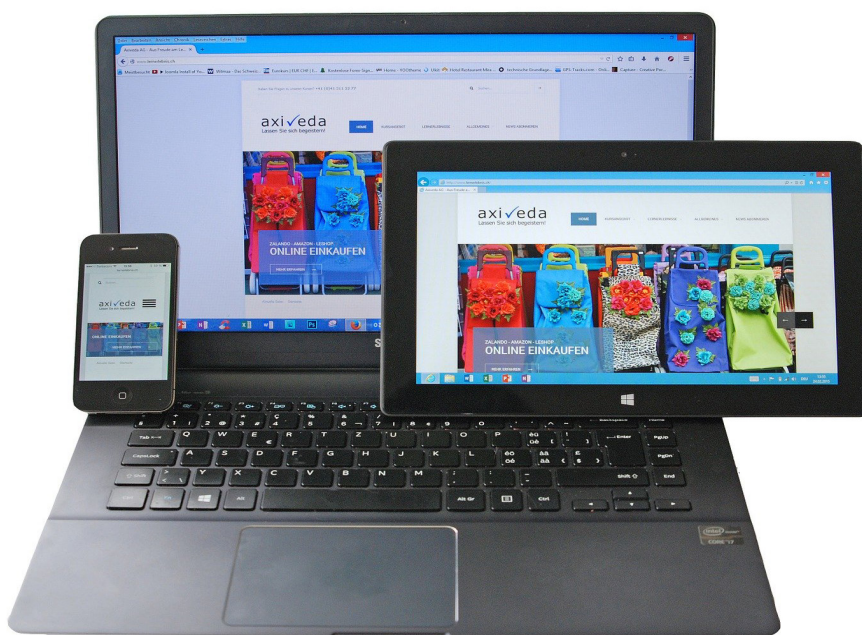
For example:

Don't only write: "Roof repair".

Also include: "Roof Repair Miami"

The more authority content, blogs, and pages you have, the more Google trusts that you know what you're talking about.

Google's main objective is to provide correct and accurate information for the person searching.



Link Building

Start communicating with other websites, news sites, community blogs that are relevant to your industry and have them link your website in one of their blogs.

A wide range of inbound links for both your city, neighborhood, niche, and your primary key terms will make your business an authority figure. This results in your business being seen on Google's Local Pack.

Conclusion

The best way to instantly boost your Local SEO is to claim and optimize your Google My Business and other Business Listing accounts.

Develop trust and authority by providing images and gathering reviews and ratings, highlighting how great your business is.

SEO takes a long time to rank, but there are always ways to improve your business. Doing the little things like updating your NAP or adding an inbound link can help give you an edge over your competitors, and eventually rank higher, so you become the business that's included in Google's Local Pack.





3

BACKLINKS 101

Everything you need to know about Link Building

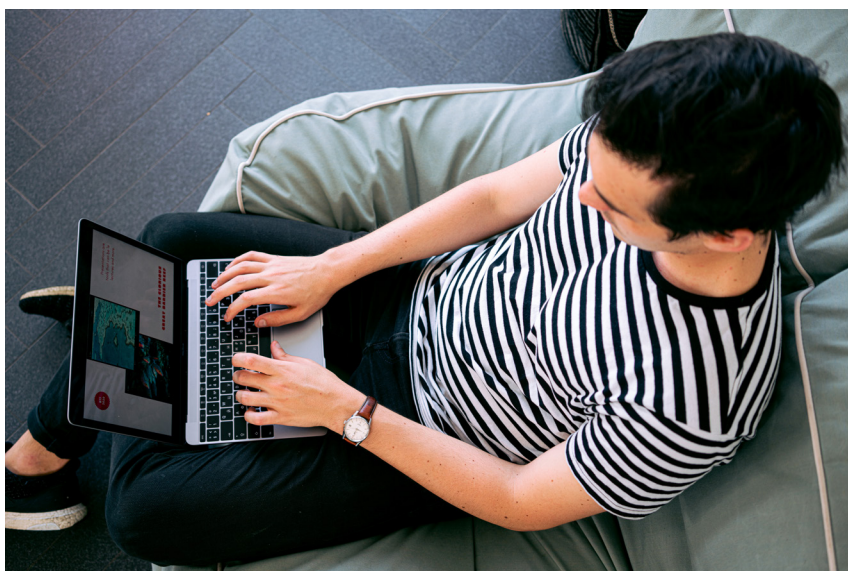
What Is A Local Backlink?

A local backlink is a hyperlink of your website referenced from another website. This is the best way to improve your SEO ranks as it tells Google that other authoritative websites consider your content as useful and relevant.

Local Backlinks must link back to your website and provide an opportunity to speak and help your local audience.

To boost your SEO signal, here are some local backlink ideas that you can use.

- Find local bloggers that have a small following, but talk and write about your industry. These will be targeted local audiences that are more likely to come to your store or buy from you.
- Contact local newspapers and media outlets to be featured on their website.
- Email local event pages that write about what to do in your local area, e.g. Chamber of Commerce, Downtown Directories, Tourism Websites
- Other local partner business or business-we-love pages
- Ask Local charities or business owners that can sponsor a featured page.



Finding Prospects To Link With

To build a list of prospects, you first have to understand your business and your competitors.

Begin doing keyword research on terms that provide you the best return of value to your business.

See the people who rank on the first page of these terms. Then see what backlinks they used in the past.

Do this for several keywords, and you'll find a list of websites that you can ask to link building.

By having the same backlinks as your competitors, you'll be able to level the playing field interns of inbound links.



A background image showing a crowd of people at what appears to be a protest or rally. Some individuals are holding signs with text like "NOVA" and "OPTIMIS". A person in the foreground is wearing a dark shirt with a large white arrow pointing downwards. Another person on the right is wearing a light-colored shirt. The scene is slightly out of focus, emphasizing the text overlay.

4

CONTENT WRITING 101

ROOFERS • PLUMBERS • HVAC •
HOME SERVICE PROVIDERS • ATTORNEYS

What is Content Writing?

Content Writing is the easiest way to show your authority to Google and improve your SEO ranking for less competitive and local words. However, it takes a lot of time and hard work.

Each local content writing that you produce must be relevant to your industry and relevant to your website. Content writing that is full of keywords without any helpful information gets penalized, meaning their website search rankings are negatively impacted.

Here are ideas that you can use to start your content writing for your site:

Location-Based Web Page

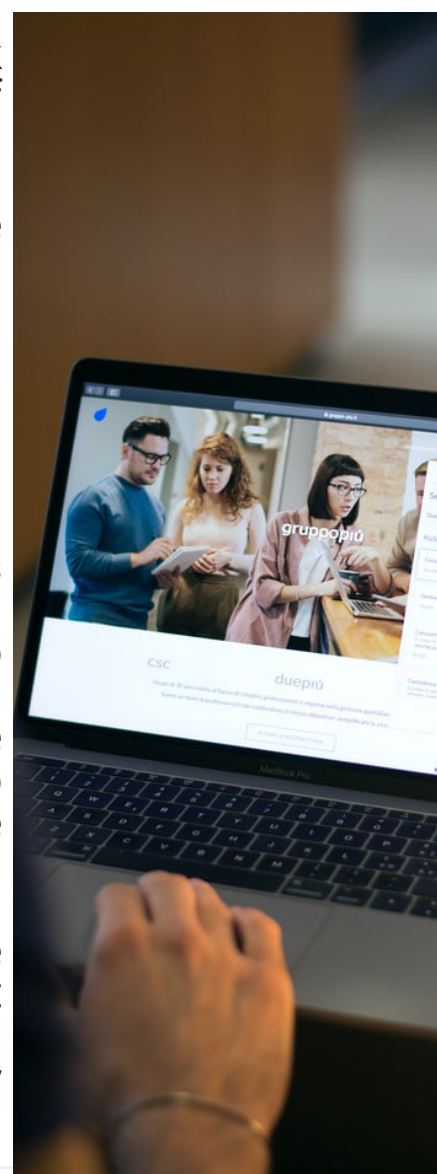
Creating separate landing pages is crucial to rank on the local Search Engine Results Page (SERP) if your business has multiple locations.

Placing key terms and location terms can drive specific traffic and customers instead of viewing a generalized landing page. This includes adding state, region, and suburbs location terms.

If you have a lazy local page or doorway sites, you will be penalized.

Google defines doorways as “Sites or pages created to rank highly for specific search queries. They are bad for users because they can lead to multiple similar pages in user search results. Each result ends up taking the user to essentially the same destination. They can also lead users to intermediate pages that are not as useful as the final destination.”

Even if you rewrite all the content with the same exact message with a different city target that offers no value at all. Google’s algorithms can still understand the type of content and will probably rank you lower.



FAQ Page

A frequently asked questions page is the easiest way to rank in local SEO.

As over 58% of consumers use voice search to find local business information in 2018, more and more people are looking for answers to their questions.

By creating an optimized FAQ page, your pages are more likely going to be looked at. Resulting in Google's Algorithms rewarding you as you are seen as an authoritative site in that specific industry.

Special Offer and Discount Page

Personalizing location-specific specials and discounts appeal to your local audience, increasing the localized traffic to your web page.

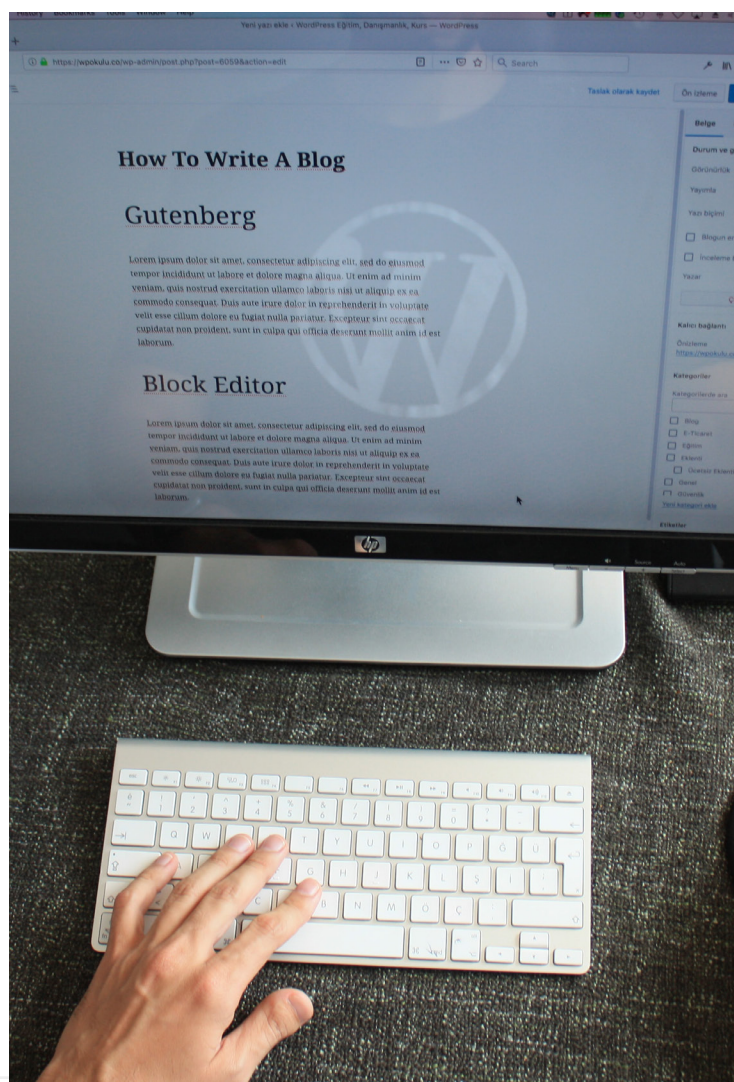
This makes customers feel special by being 'local' and are more likely to use your services.

Write Blog Content

Writing articles is the best way to show that you're the best in the industry to Google. The informative and relevant articles you write, the more your rank will improve.

Content Writing can be specific to your industry, pricing page, product or service announcements, interviews and testimonials, or best of guides for particular topics.

The more relevant and in-depth content you put out, the higher you will rank.





5

Importance of NAP & User Experience

Why These Are Crucial To Local SEO

As mobile usages continue to increase, user behavior begins to change in terms of how the search. This creates new challenges for local businesses, as users receive their Google Local Pack search results based on the proximity of companies to a user's location.

Making sure your NAP consistency, citations, and business listings are on point as they are the basics of being ranked on Google. The next step that you can work on is the user journey and experience when they first make an inquiry about your business.

The User Journey

The user journey is the steps that a potential customer takes to reach their goal. Whether it's buying something or finding your service, there are steps or points that they have to go through to reach the end goal.

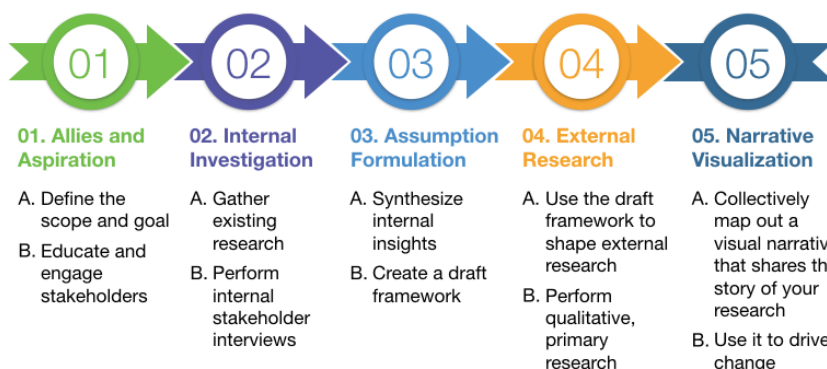
Google shows there are 5 points that most users follow to take action towards your service.

- Used a search engine
- Visited a store or other location
- Visited a retailer website or app
- Visited another website or app
- Used a map
-

The user journey begins when they first see your search result listing, local pack, or visiting your business on a map.

This is an opportunity to make a lasting first impression. Make sure all your content is relevant and helps the new user. Prevent rewriting the content pages with the exact message with just a different city targeted.

The 5 Key Steps: Customer Journey Mapping



How Google Ranks Good Local Landing Pages

Google's Search Quality Rater Guideline analyzes your webpage by:

- The Main Content
- The Supporting Content

A search such as [Roofers in Miami] - The query is split up to

- "Roofers" as the main content
- "In Miami" as the supporting content

Special Offer and Discount Page

Personalizing location-specific specials and discounts appeal to your local audience, increasing the localized traffic to your web page.

This makes customers feel special by being 'local' and are more likely to use your services.

The main content of your website should reflect the product/services you offer (Roofing Service)

The supporting contents of your website should add value and topical relevance around the location.

NAP Consistency

People don't always search for businesses through a search engine. Individuals may use directory listings and citations as well.

Inaccurate and inconsistent NAPs often lead to frustrated users that results in them choosing another business to solve their problems.

Often inconsistent NAPS are caused by human error and business changes. Most times, businesses forget to update their previous citations and directory lists or have multiple store addresses and one landing page.

Being able to ensure all your NAPs are updated is essential, as user experience issues can lose you a lot of potential customers.

The background is a blurred photograph of a crowd at night, possibly at a concert or festival. A blue rectangular overlay covers the center of the image, containing the text. The number '6' is inside a thin white circle.

6

Find & Get The Best Reviews For Your Business

Online reviews are the best way to immediately trust and authority. They play a massive part in the customer's journey and the best way for other consumers to see how others think about your business.

Here are places to get more reviews for your business.

Google My Business

Reviews are the deciding factor in determining your local business ranking on Google Search. Google My Business is the place that most customers trust for these reviews.

A study involving [30,000 sites](#), showed that investing in reviews increased boosted organic traffic in a few months.

This comes with providing an excellent product and better customer service.

Here are tips on getting the most out of Google My Business

1. Set up your [Google My Business](#) profile correctly. Including high-quality photos, fields, descriptions, physical location, and business information.
2. Create a [direct link](#) to review your service. By reducing the number of clicks, all they have to do is write the review and submit it.
 - a. Integrate these links into your email marketing campaigns, landing pages, and social media
 - b. Write personal requests that request reviews.



Industry-Specific Review Sites

Industry-Specific Reviews sites don't directly impact your reviews and ratings on Google Maps and My Business. Still, they affect your search rankings on Google's local SERP.

Often people look at other review sites to see if customer's in that specific industry is having the same positive experience.

As [97%](#) of customers say, they're influenced by customer reviews, making sure you have a lot of reviews that depict your business is crucial.

Industry-Specific Review Sites can be found by searching:

- [your industry name] reviews/ratings
- [your competitor name] reviews/ratings

Product Review Sites

- Product Review Sites are well-known third-party sites that review your product. The advantages are that you're using a trusted person to give a legitimate review, which results in an increase of people who purchases your product and positive brand sentiment.
- Product Review Sites are great because they have no relationship with the business, making their review more trustworthy.



Social Media

Building your social media is crucial to create a loyal following base. As it's more personal and direct, you can provide customer service for any unhappy customers, turning their negative experience into a positive review.

You can also share, retweet, post, and pin past reviews to show their products and services testimonials.

As there are more people on social media, they are more likely to see and visit your website to learn more.

Conclusion

User reviews play a vital role in your business's brand perception. They provide the trust and provide a glimpse into the experience they may be getting. By cultivating reviews, you develop your brand, which slowly will increase your customers and sales.



The background is a blurred photograph of a crowd at night, possibly at a concert or festival. A blue rectangular overlay is positioned in the center of the image, containing the number 7 and the main title. The number 7 is white and enclosed in a thin white circle. The title is in a large, bold, white sans-serif font.

7

Optimize Your Google My Business Listing

Tools, including Google's Local Search results, provide information on the nearby business. Often the listing that has their address, business hours, reviews, ratings, and category is where the customer goes.

Google My Business Basics

First, make sure you [create or claim your GMB](#), so when potential customers search for the services or products that you provide, your business will pop up.

When you're creating the listing, make sure you choose the category that fits your business. The fewer and accurate the categories, the more direct your audience will be.

Make sure the photos represent your business correctly. Including how it looks outside and inside your building, your products/service, staff, and customers.

Service-Area Business

If your business serves customers within a specific service area, you can list your service area on your Google My Business listing.

Listing your service area helps let customers know where you'll go to visit or deliver to them.

The service area feature is designed for businesses that visit or deliver to local customers.

To add these details:

1. Switch to card view by clicking the card icon on the right side above your locations
2. Choose the listing you'd like to manage and click "Manage location."
3. Click Info from the menu.
4. Click the "Address" section.
5. In the window that appears, select "Yes" next to "I deliver goods and services to my customers at their locations."
6. Enter your service area information. You can set your service area based on the ZIP codes or cities that you serve, or in a given area around your location.
7. Select the box next to "I serve customers at my business address." If you want your complete address to appear on Google, and your business location is staffed and able to receive customers during regular hours.
8. Click Apply to save your changes.

Verify & Publish Your Listing

To verify your listing, have Google send you a postcard with a verification code to the provided business address. Google won't display your business or changes until your business is verified. They also prevent you from seeing any analytics or business reviews.

Usually, this process takes less than a week.

While you're waiting for the postcard, make sure you include keywords, operating hours, photos, and respond to all customer reviews on your listing.

Enter your PIN

A postcard has been sent to your business address.

Enter the PIN from the postcard you received to complete verification for **Moses and Rooth Attorneys at Law**.

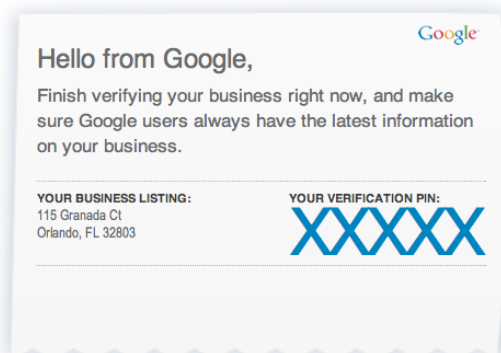
PIN

After you verify, changes you make to your page may be subject to review before being published. [Learn more](#)

[Submit](#)

[Lost your PIN?](#)

[Need additional help?](#)



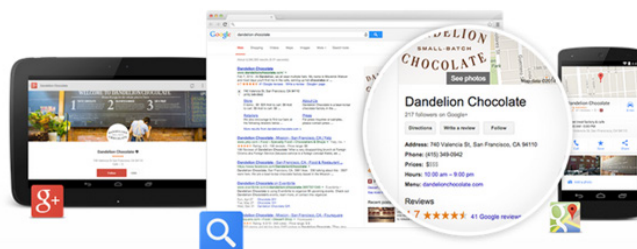
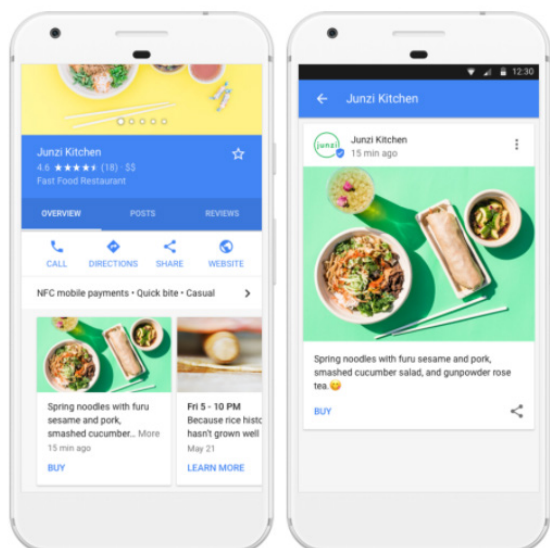
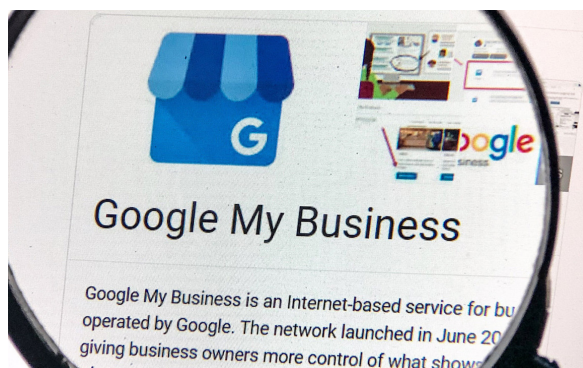
This is a sample image. Your actual PIN is on your postcard.

Photo Tips For Your Listing

The first thing a customer notices is your profile picture. Your profile picture should attract attention while encompasses your brand, what it stands for, and what it offers.

Understand each photo is telling a story about your business. Take pictures that have good lighting with no alterations or filters.

Customers may be going through several businesses quickly, and often an image that entices them can close the deal and make them try out your store or service.



Insights & Analytics

Google has provided businesses a comprehensive system that gives business listing data on:

How Customers Find Your Listing

- Direct Search (Searched for your business name or address)
- Discovery Search (Searched a product, service, keyword, or category that you offered)
- Total Searches

Where Customers Find You on Google

- Google provides how many customers found you via Google Search or Maps

Customer actions

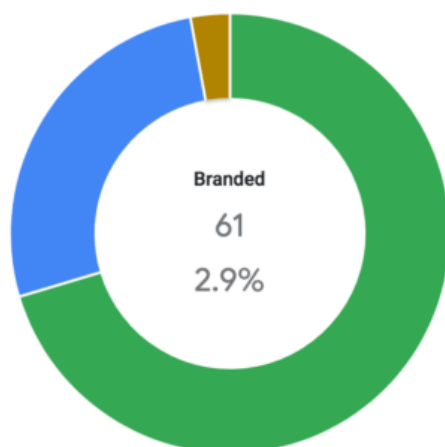
- What actions your customers took after finding your listing on Google
- Examples:

- Visit your website
- Request Directions
- Call Your Number
- View Photos

How customers search for your business



1 quarter ▾



Direct

Customers who find your listing searching for your business name or address



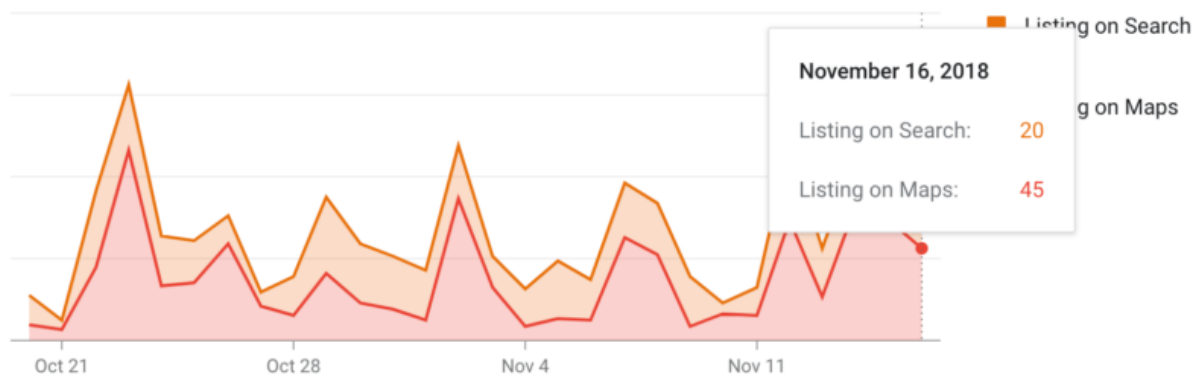
Discovery

Customers who find your listing searching for a category, product, or service



Branded

Customers who find your listing searching for a brand related to your business





8

Essential Local SEO & Listing Management Tools

Online visibility and presence is the lifeline of all businesses. Having a website that immediately attracts attention and a marketing strategy that entices customers, and can be the difference in making a sale or the customer leaving.

Most businesses fail because they can't reach their ideal clients, not because of their product.

Throughout this chapter, we'll be talking tools that provide:

- Automated Listing Finder - More directory listing opportunities
- Automatically update all listing information.
- Reviews Management - Notified when you have new reviews and direct replies from the platform.
- Analytics

Here are some tools to help you optimize your SEO and business listings:

Whitespark's Citation Finder

Whitespark's citation tool helps you find citation opportunities that can help improve your local search ranking.

- It allows you to discover new opportunities based on your competitor's citations.
- Find and track all the citations that you have on the internet, so you can update them all at once when you have new information.
- Find and identify new citation sites that you can submit your business to increase your overall local SEO ranking.

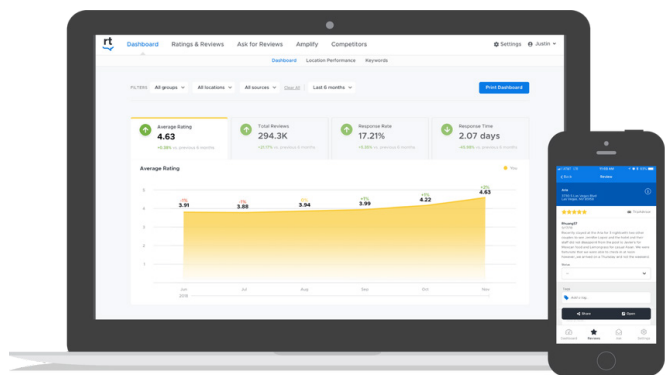
The screenshot shows a web browser window with the URL <https://lcf.whitespark.ca/>. The page displays 'Top Ranking Businesses Comparison Results' for the keyword 'dentist Portland'. It features a table with columns for Business Name, #1 Top Competitor, #2 Top Competitor, #3 Top Competitor, and #4 YOUR BUSINESS. The table lists several businesses and their citation counts across different platforms like Yelp, Google, and others.

Business Name	#1 Top Competitor	#2 Top Competitor	#3 Top Competitor	#4 YOUR BUSINESS
portlanddentalpc.com	100	100	100	100
yelp.com	100	100	100	100
plus.google.com	100	100	100	100
businessfinder.oregonlive.com	100	100	100	100
dentists-of-portland-or.com	100	100	100	100
laurelwooddental.com	100	100	100	100
ysabe.com	100	100	100	100
yellowpages.com	100	100	100	100
mapquest.com	100	100	100	100
foursquare.com	100	100	100	100
whitespark.com	100	100	100	100
whitefinder.com	100	100	100	100
denknews.com	100	100	100	100
manta.com	100	100	100	100
showmelocal.com	100	100	100	100

ReviewTrackers

ReviewTrackers is a customer-reviewed solution that sends alerts to your business when a customer provides feedback about your business. Through ReviewTracker, you can reply back to customer feedback, monitor reviews on different review sites, and track your performance.

reviewtrackers



Moz Local

Moz is one of the oldest and established SEO community. They build tools that make SEO, link building, inbound marketing, and content marketing easy.

Moz Local is built for both small and enterprise businesses, ensuring that all your online listings are correct and consistent. This is done by Moz, sending all your listing data to significant directories, apps, business aggregators, and search engines.

The most significant advantage is that you only have to change the information on Moz, and all the listing data will be updated.

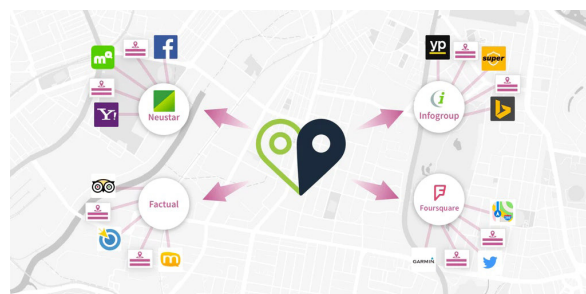
BrightLocal

BrightLocal is a marketing platform that gives you control of your Local SEO, business listings, and online reputations.

Here are the features you get when you use their product:

- Track organic, local, and mobile rankings.
- Scan and audits directory sites to determine where updates may be necessary.
- Google My Business and NAP audits.
- Customized location dashboard to easily monitor data.
- Lead-generation tools to manage and reply to your leads in one place.
- Alerts for new online reviews.
- Social analytics (Facebook and Twitter) and Google Analytics dashboard integrations.

The Local Search Ecosystem (United States)



Yext

Yext is a platform that helps you manage the public information about your brand across the most popular channels that consumers search on.

Here are some of their tools:

- Yext Pages - Easy system for updating listing to ensure all the information across each channel is correct.
- Knowledge Manager - A FAQ manager that provides answers about your business, staff, location, and store hours.
- Yext Listing - Control the information you share on all search engines and digital listing platforms.
- Yext Reviews - Generates reviews from your customers that you can add to your website.
- Duplication Listing Prevention, Data Cleansing, and Listing Management

