

4 Tips to Dominate Local Search Results

Written by News Feature Team

Local search results are often overlooked by businesses focusing on keyword density or online ads. However, local search results are something every business should focus on since it is far easier to rank number one in searches for pizza in Tasmania and Hume real estate agents than more generic searches. Here are four tips to [dominate local search](#) results.



Realize the Importance of Business Directory Entries

Claim your business directory entries with large sites like Google My Business and smaller regional business directories. First, ensure that the information is correct since an incorrect address here will dilute your local SEO and lead to some potential customers literally missing you.

Second, use the same name, address and phone number format across all business directories. You should also put your business' website in business directories where possible since it will lead to traffic to your website and increase the rankings of your home page.

If you have multiple business locations, you should have a uniquely identified business entry for each. For example, you could have one store with the business directory title "Our Store – Little Italy" and "Our Store – Docklands". This prevents confusion by search engines by making it clear that there are two separate locations, each of which should show up in different local search results. Use unique identifiers based on the neighbourhood, district, street or city instead of store numbers.

Seek Reviews

Once your business directory listings are good, start soliciting reviews. Positive reviews increase the odds that those who see your business in a search will visit or buy from you. Reviews also tend to contain local search engine optimized content.

Use Local Search Terms in Your Content

4 Tips to Dominate Local Search Results

Written by News Feature Team

A very simple way to rank well in local search results is to use local search terms in your content. When talking about a store opening, don't just talk about the new location's manager and everyone present. Mention the cross streets in front of the location and how your business is going to benefit the neighbourhood, stating the neighbourhood by name to [improve the local SEO](#) of the page.

Add rich local search terms to value-added content, such as giving people turn by turn directions on how to reach your venue and telling them where they can park. In the process, you're referencing street names, landmarks and other local search terms that cause your "where to find us" and "how to get to our store" section to rank high in local search results.

Integrate Local Search Terms into Your Website

If your business is near landmarks, mention that when posting pictures from your business. For example, the picture of your business from the street shouldn't be titled "picture001.jpg" but "neighborhoodnameABCstore.jpg". The file name itself is a minor factor in search engine optimisation, but it does matter. An even better solution, if you can do it, is to integrate local search terms into URLs. "ABCPizza.com/Store1" is a good URL, but "ABCPizza.com/Southbank" improves your local SEO any time it is shared and clearly communicates where the link leads. If you don't know how to do this, contact an [SEO company in Australia](#) for help implementing it.

All these tips can make a world of difference between your site dominating local search results or sinking into oblivion. So, make sure that you apply these tactics and use all the tools at your disposal to increase your local presence.