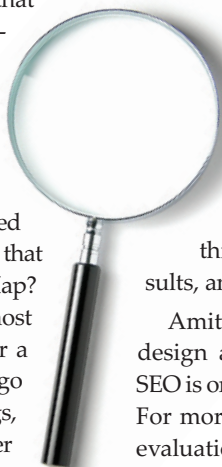


# ARE YOU SHOWING UP IN THE GOOGLE LOCAL RESULTS?



By Tiras Buck,  
Amity Digital

SEO (or search engine optimization) can mean a lot of different things. If you own a local business that serves a specific area, traditional SEO can sometimes be daunting and overpriced. That's where Local SEO comes in. How often have you searched for a restaurant or service provider and scrolled right down to the local listings that appear under the Google Map? Pretty often, right? In fact, most people who are searching for a local provider skip the ads, go right down to the local listings, and start browsing. They never make it to the actual search results below that.



In most cases, there are three listings that appear below the map. Those three listings are called the "Local Pack," and they get most of the attention from your potential customer. How do you get your website to be one of the three?

Well, like all SEO, there are a lot of factors that Google looks at. For Local Search, the most important items are Google My Business optimization, on-page optimization, google reviews, back links, citations, click-through rates from the search results, and your domain authority.

Amity Digital is a full-service web design and marketing company and SEO is one of our most popular services. For more information, or to get a free evaluation of your current website, contact Tiras Buck at 215.801.0290 or email: [tiras@amitydigital.com](mailto:tiras@amitydigital.com).



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