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# Three Reasons Why Local SEO Is Important for Your Small Business



## MARKETING TIPS

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The warm weather is finally here in the Greater Philadelphia area, and that means one thing when the temperatures soar — beating the heat! Whether you need to schedule an AC tune-up or are looking for the best ice cream shop around to cool down, you're probably going to take out your phone, open Google, and search for these products and services. The top search results you see will likely be local businesses close to where you live. That's the power of local SEO! Local SEO helps your business stand out in your community instead of competing with gigantic corporations. Today the professionals at beMarketing share why small businesses need to utilize local SEO.

Three Reasons Why Local SEO Is Important for Your Small Business:

- 1. Helps local customers find you** — The first five Google results collect almost 70 percent of all user clicks. If your business isn't appearing in one of these spots or even

on the first page, Google doesn't know you exist, and neither do your customers. Utilizing local SEO techniques can help you get into the top organic spots on a search page.

- 2. Generates more relevant traffic** — Over 70 percent of customers who search for a local business visit a store within 5 miles of their location. When you target local customers, you encourage website visits from people who may actually come to visit you!

- 3. Reaches customers ready to buy from you** — 80 percent of local searches performed on a mobile device convert into sales. Local SEO puts you in front of your customers when they're searching for your product or service, increasing your chances of being the landing spot for their purchase.

With better visibility online and the opportunity to increase website visitors, leads, and new customers, utilizing local SEO is a great tactic to implement into your marketing strategy. If you're ready to get started with local SEO for your business, contact the digital marketers of beMarketing today. For additional information, please call 484.497.0795 and visit [www.bemarketing.com](http://www.bemarketing.com).

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