

Our LOCAL Search Engine Optimization Whitepaper



An Overview of our LOCAL Search Engine Package Program



URL: <http://maps.google.ca/>

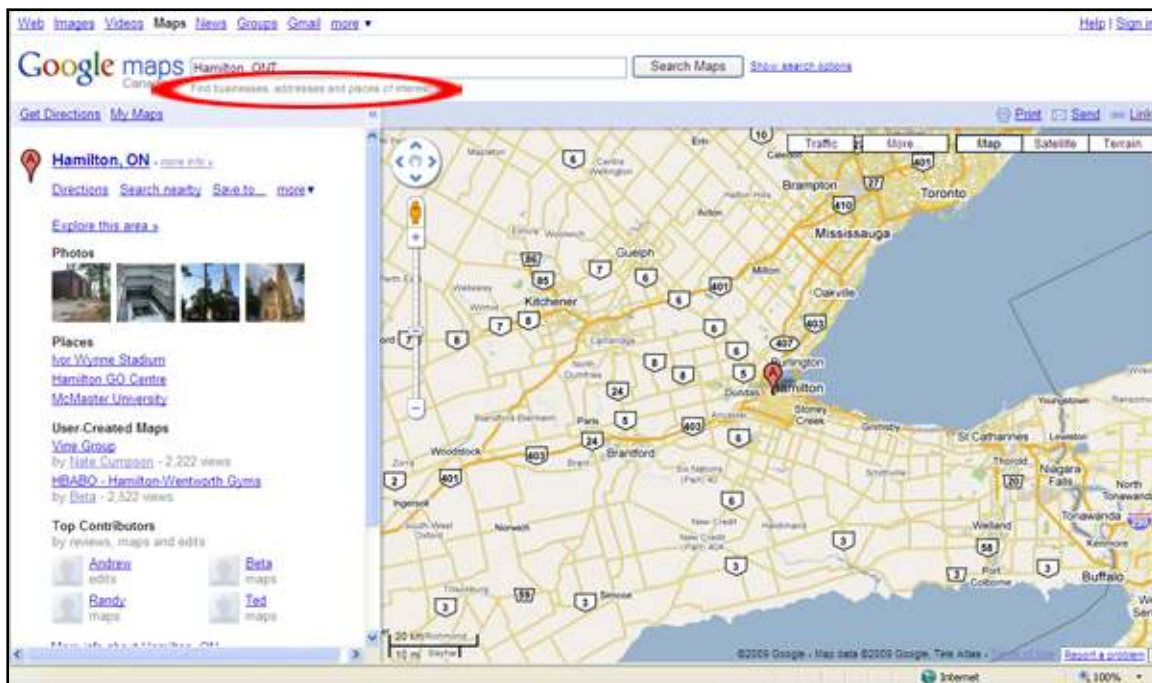
Background: Over the past 24 months, Google has 'moved' their LOCAL search service into what is now called Google Maps. Google briefly used the name "Google LOCAL," but opted instead to stick with the more popular and well-known Maps name and paradigm, so as to allow a global usage via the 'maps' rationale.

How It Works: You may already be familiar with how Google Maps works via the newly formatted home page at www.google.ca so here's a quick 3 step process to see where your firm lies in the LOCAL search index.

1]. First, move to the LOCAL Maps index to search same... so on the www.google.ca home page, look up in that top left hand corner and then click on the word MAPS to move your browser to the Google LOCAL home page...i.e. where I've highlighted the Maps button here...



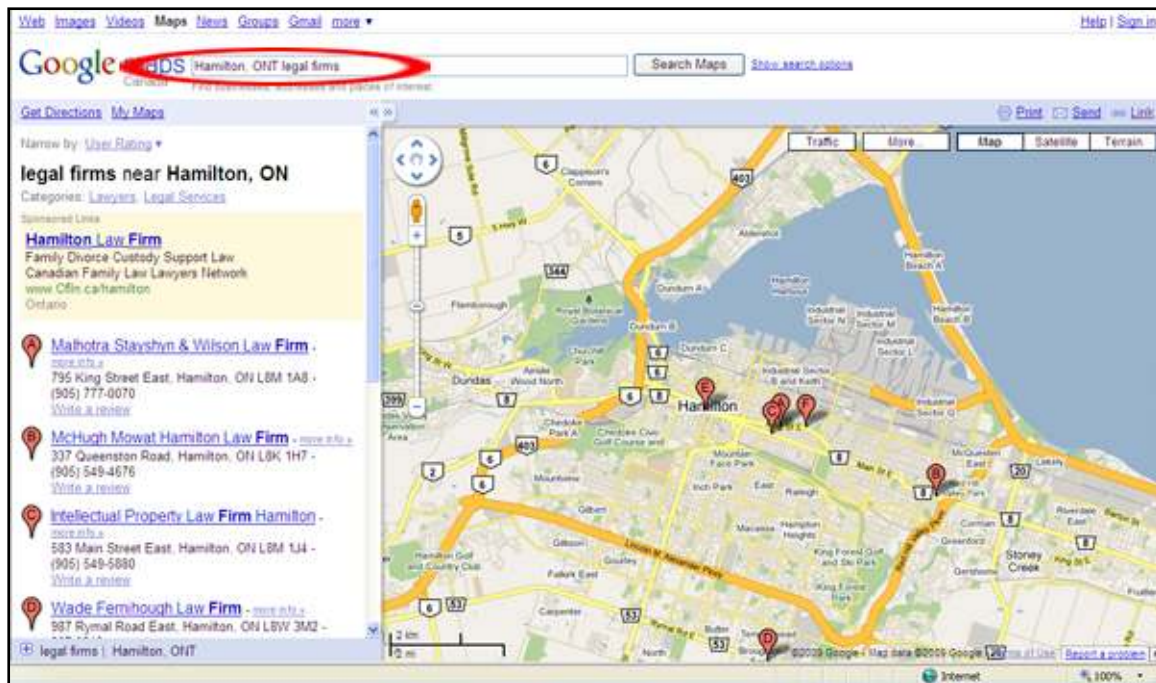
2]. Okay, now on that LOCAL Maps home page...type in "Hamilton, ONT" and then click on the Search Maps button to get to the basic Maps Hamilton "home" page as is shown here. Note that this is really just a "map" representation of our city, with the A red indicator showing our city center. On the left hand side is the text navigational bar with simple listings of various city attractions and venues, like Copps Coliseum and Ivor Wynne Stadium. Clicking on any of these links of course will then "move" the map to show that venue on same and also put in a new red Google marker to show the exact city address of same. But we're not really so interested in what the Maps index shows for venues, we're interested instead on what businesses show up when they are queried for by their product or service.



Note that the area that is directly under the user entry field holds the phrase "Find businesses, addresses and places of interest." This is where you – or any potential shopper for goods and services will enter what product or service they're looking for. Depending on how well your own firm's website has been optimized for the LOCAL Google index, you will – or you wont come up in the search engine listings for same.

3]. Okay, let's do a search for a local business in the Hamilton area....

say you are a local Hamilton lawyer, and you wonder how your own legal firm comes up in the LOCAL Google search index. So, in the field up top, type in "Hamilton, ONT legal firms" and then once again click the Search Maps button to see what lawyers are listed, just like the image shows below.



Note once again, that the Google Maps index, shows for that search phrase **exactly and ONLY** the firms that have bothered to optimize for those keywords. Are there more than the few legal firms' websites showing on the accompanying map that are in Hamilton? Yes, there are. Are there both bigger and smaller law firms that exist in Hamilton that are not showing? Yes, there are...but for these keywords, the only 6 legal firms that are "in" the Google Maps index show up. And that's it!

Finding out just what legal firm you might want to retain, would mean of course that you find some firms to consider. Find some firms to ask your friends and family about to seek references on their abilities and skills. This is where the Google Maps index helps LOCAL businesses be found....by their rankings in the Maps index. And no rankings mean no new business!

Four Indicators to See If Your Business "LOCAL Maps Search Engine Friendly"?



11. Specific Services or Product Searches: If your business offers a unique product or service you'll clearly want to be found for it. Take for example the phrase "Hamilton, ONT personal injury lawyer," or "divorce lawyers in Hamilton, ONT." These terms, or keyword phrases as we SEO practitioners call them, will list for a prospective client, just who in this city has a website that they can then look at for more information. Providing solid keyword phrases for your niche services is a good indication of quality SEO already in place, something that we do every day for our clients!

21. Non-Business Name Searches: If people can find your website without typing in your business name this is very good thing! Probably most of these prospective customers or clients were previously unaware of your business and this indicates that your website is ranking well for keyword terms that describe its location and the nature of your services. Often these "long tail" keyword phrases must be developed over a testing regimen of many weeks to come up with keyword listings that will work for your firm!

31. Searches by Postal Code, Street, City & Neighborhood: Having your address in the footer or on every page of your website plays a role in Google LOCAL Maps optimization. This is a result of having the physical (real world) address on all the website pages, its also likely done by having a well optimized map listing, again something that we do for our clients involved in our Google LOCAL package.

41. Synonyms for Services: If your website is truly Google LOCAL Maps optimized, it will be able to gather traffic from multiple keywords describing its services. In our optimizing for clients we use multiple phrases to describe their business's services and products – and their success a good indication of successful SEO.



For more information on our KKT INTERACTIVE Google LOCAL Maps Search Engine Optimization Package, please contact us at (905) 667-8565 or email us and ask for our LOCAL SEO Package details!