

LOCAL ORGANIC RANKING SIGNALS

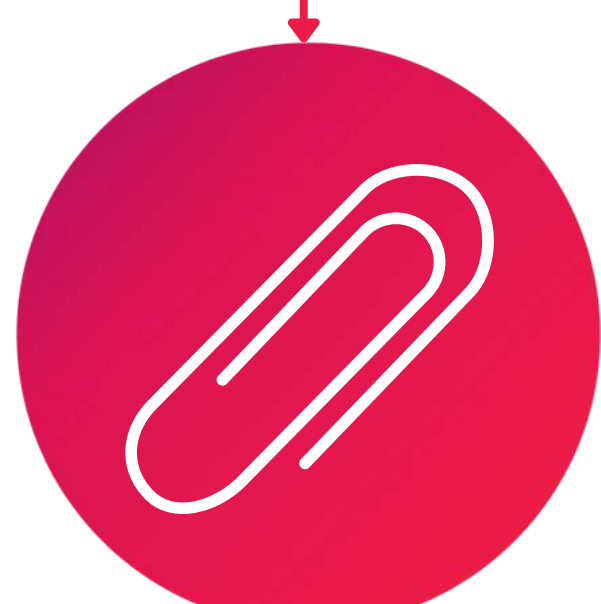
ON PAGE SIGNALS (36%)

- Make sure you've got 100% unique content for every location page on your site
- Avoid duplicate content
- Presence of NAP (name, address, phone number)
- Use geo-modified keyword/s in your meta title and H1 heading
- Optimise meta descriptions for local searches
- Focus on your domain authority (link signals, see below)



LINK SIGNALS (26%)

- Acquire links to your website from as many relevant and high authority websites as possible (reach out to them and ask!)
- Ensure those links are "follow", as opposed to "nofollow"
- Ensure the inbound anchor text (the actual words on another site holding the link back to your website) is relevant and descriptive
- Sign up for Google Alerts (or 'Mention') and you will be alerted of any brand mention
- Never buy links and watch out for low quality, spammy sites and links pointing back to your site



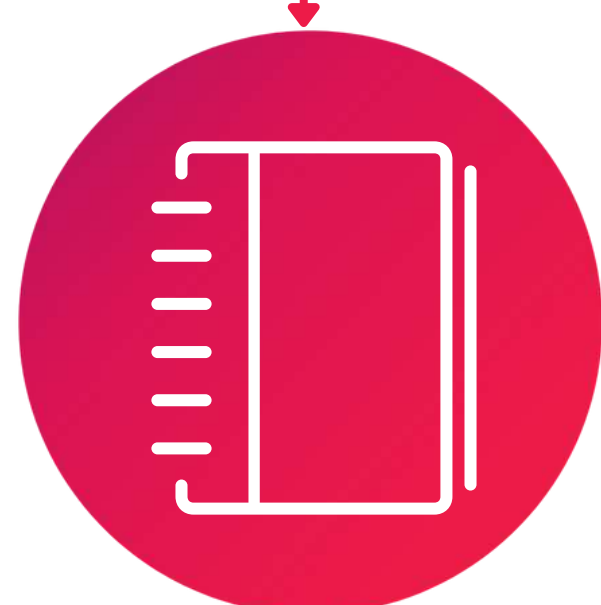
BEHAVIOURAL SIGNALS (9%)

- Improve your website traffic - how many people in total are clicking through to your website from search results or your Google Business Profile?
- Improve your click-through rate - when your website or Google Business Profile comes up in search results, how often is it clicked on?
- Increase mobile clicks to call - how many times are people clicking the 'call' button on your Google Business Profile?
- Increase number of check-ins - how many times are people clicking the "Directions" button on your Google Business Profile or 'checking in' at your business?
- Improve users time spent on site - how long are people engaging with your content or staying on site?



GOOGLE BUSINESS PROFILE SIGNALS (9%)

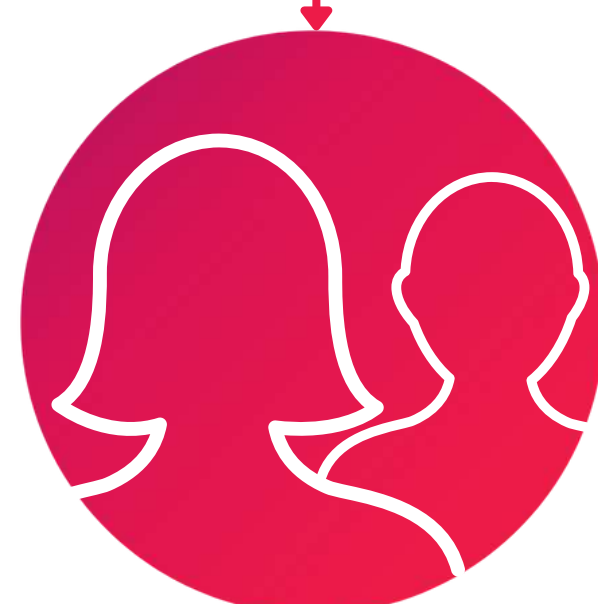
- Complete your listing, filling out every available field
- Fill out the primary category section to improve your chances of ranking locally for your services
- If you're able to, include the primary local keyword you're focusing on in your business title i.e. if someone is searching for 'seo services north shore auckland' and your business is called North Shore SEO Specialists Auckland Ltd, Google might rank it higher than a business called Bob's SEO Agency
- Craft a description of the business and fill it with semantically rich content (and relevant keywords!)
- Post weekly updates to increase your real estate, pushing down the competitors that sit within 'People Also Search For'
- Regular posting can earn you a coveted spot in the 'local pack', the top 3 business listings for relevant search terms, and this placement alone is a valid reason to add a new post at least every 7 days



PERSONALISATION (7%)

Personalisation signals are often considered the least important when it comes to choosing where your time is spent on optimisation, given that we can't control them. In Google's eyes, just because someone searched for 'best frappes in Auckland' yesterday doesn't mean you want one today.

The only point of influence on rank is the location of the searcher, or, in other words, how close your business is to the location from which the search is made. If you walk around Auckland City searching for the same thing, the results will change depending on where you are. This is especially true for the local pack. Hence, it's something you can't control.



CITATION SIGNALS (7%)

- Ensure your name, address and phone number (NAP) is listed within the footer of every page of your website
- Ensure your NAP is clearly listed on the contact page of your website
- Get as many consistent NAP citations on reputable directories (see below) as you can

REPUTABLE DIRECTORIES

- Google Business Profile (most important!), Yellow Pages (yes, it still exists online), Neighbourly, Localist, Fyple, Found, NZ Directory, Finda, Gopher
- Industry specific directories, i.e., TripAdvisor, Yelp, local tourism sites (i.e. rotoruanz.com), menus.com, etc - there is highly likely to be at least one for your industry!
- Your local Chamber of Commerce
- Your social media platforms



REVIEW SIGNALS (6%)

- Increase the volume of reviews by sending out a link from your Google Business Profile for your customers to review. If you use an email marketing platform, this link could be incorporated into an automated email that's sent after every purchase/completed service/completed booking, etc - Google looks at how recent your reviews are and how often you receive them
- Increase the diversity of review platforms (don't be reliant on just one), i.e. ask for reviews on Meta (Facebook), Yelp, TripAdvisor, etc if relevant
- Always respond to every review (positive and negative)
- Don't incentivise your customers to leave reviews or ask for reviews in bulk
- Testimonials on your website may be looked at by Google as well so do include these on your site where relevant

