

Get **MORE** Website Traffic with Local SEO

Presentation by Liz Cortes



Local SEO is the
most efficient way to

GET VISIBLE

AS A SMALL BUSINESS IN YOUR CITY





You don't need a
brick-and-mortar location
to get found locally

rebelfish
LOCAL



Why do I need to do local SEO?

Shouldn't I be doing national SEO?

A StoryBrand'd Website isn't that good enough?

 Many StoryBrand'd websites aren't optimized for SEO.



Reasons people don't do SEO

1

SEO is Expensive

2

Lots of Competition

3

It's a Long Game

It's ...

Disappointing spending
TIME ON A NEW SITE



We believe small businesses with great reputations
should be on page 1 of Google.

About Us

**WE'VE HELPED HUNDREDS OF SMALL
BUSINESSES GET ON PAGE 1 OF GOOGLE**

WHITE LABEL

Minimum 3 of your Clients



Reviews



Blogging

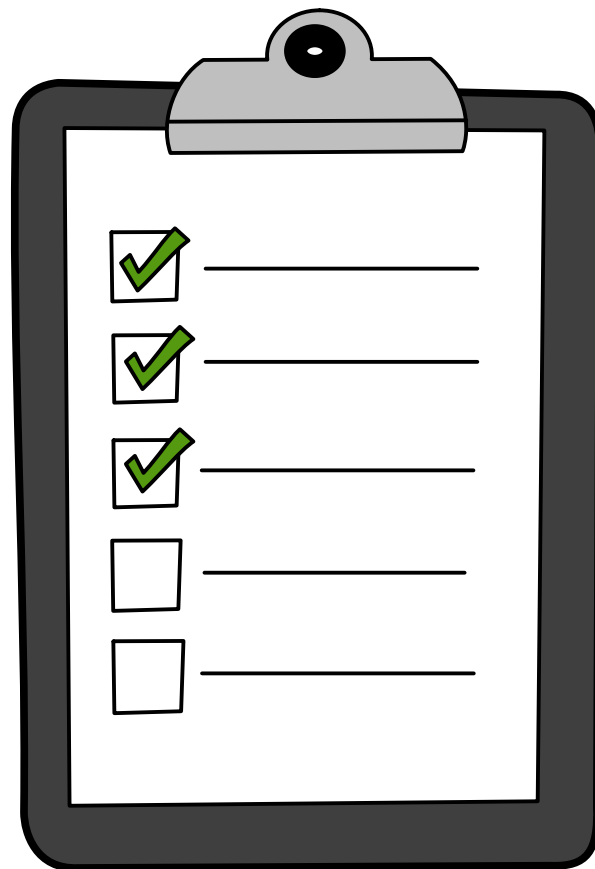


SEO





5 Step **LOCAL** PROCESS



LOCAL LISTINGS

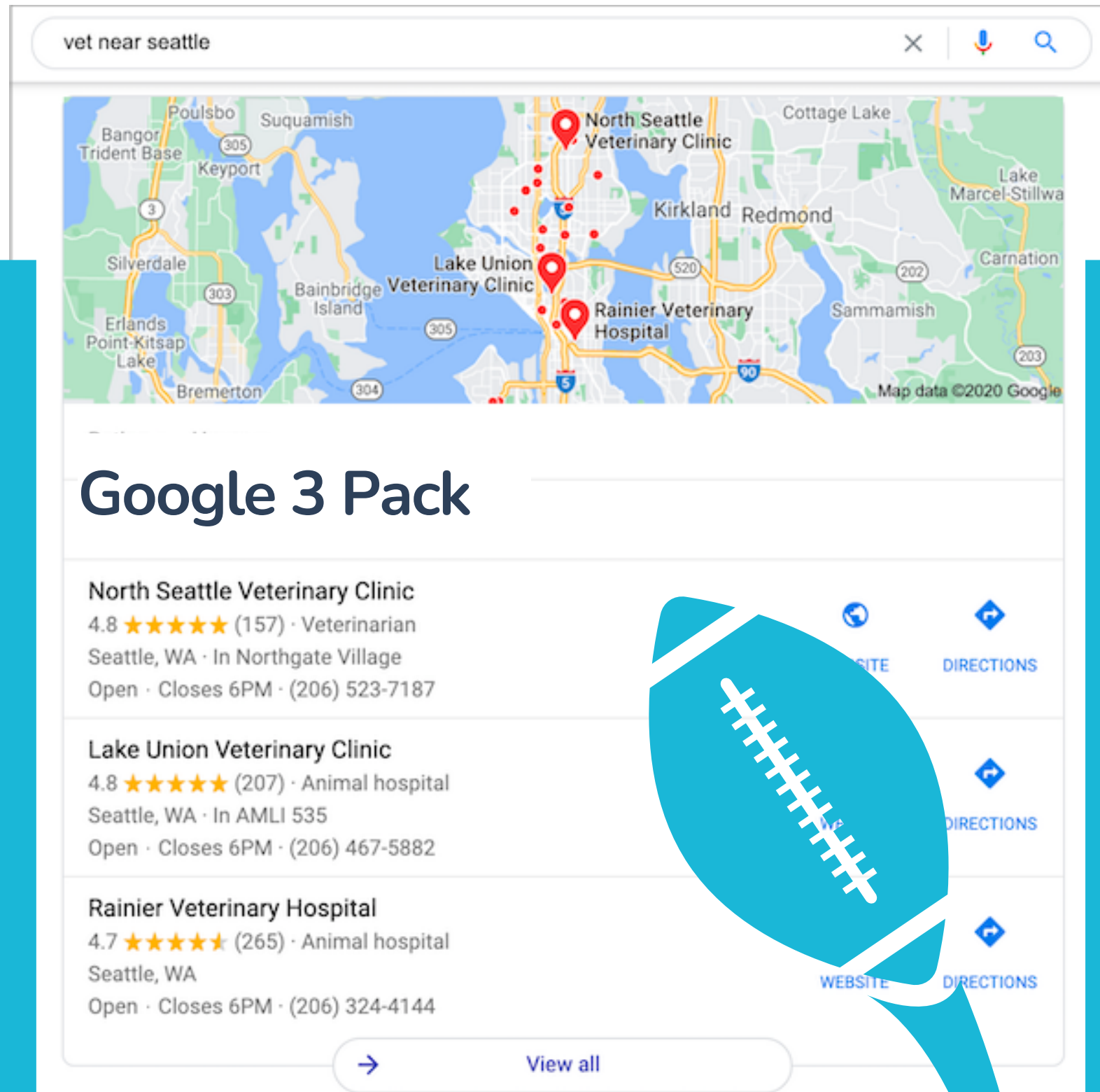
OPTIMIZE GOOGLE PROFILE

CUSTOMER REVIEWS

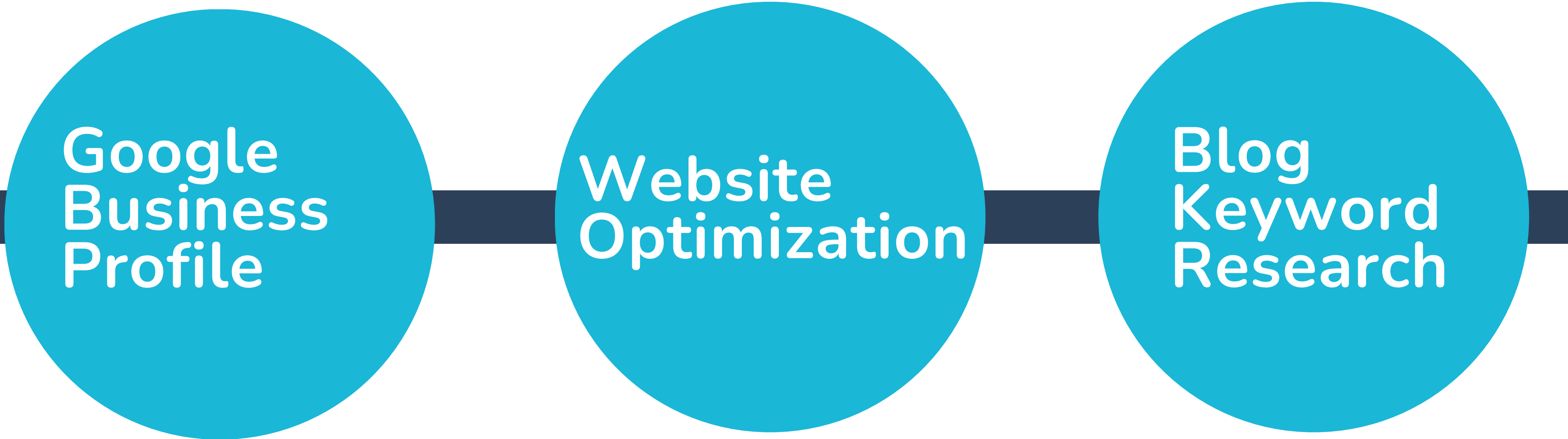
ACCELERATE VISIBILITY

LINK BUILDING OPPORTUNITIES

Are You In The Game?



Today, you'll learn the Local SEO Basics For:

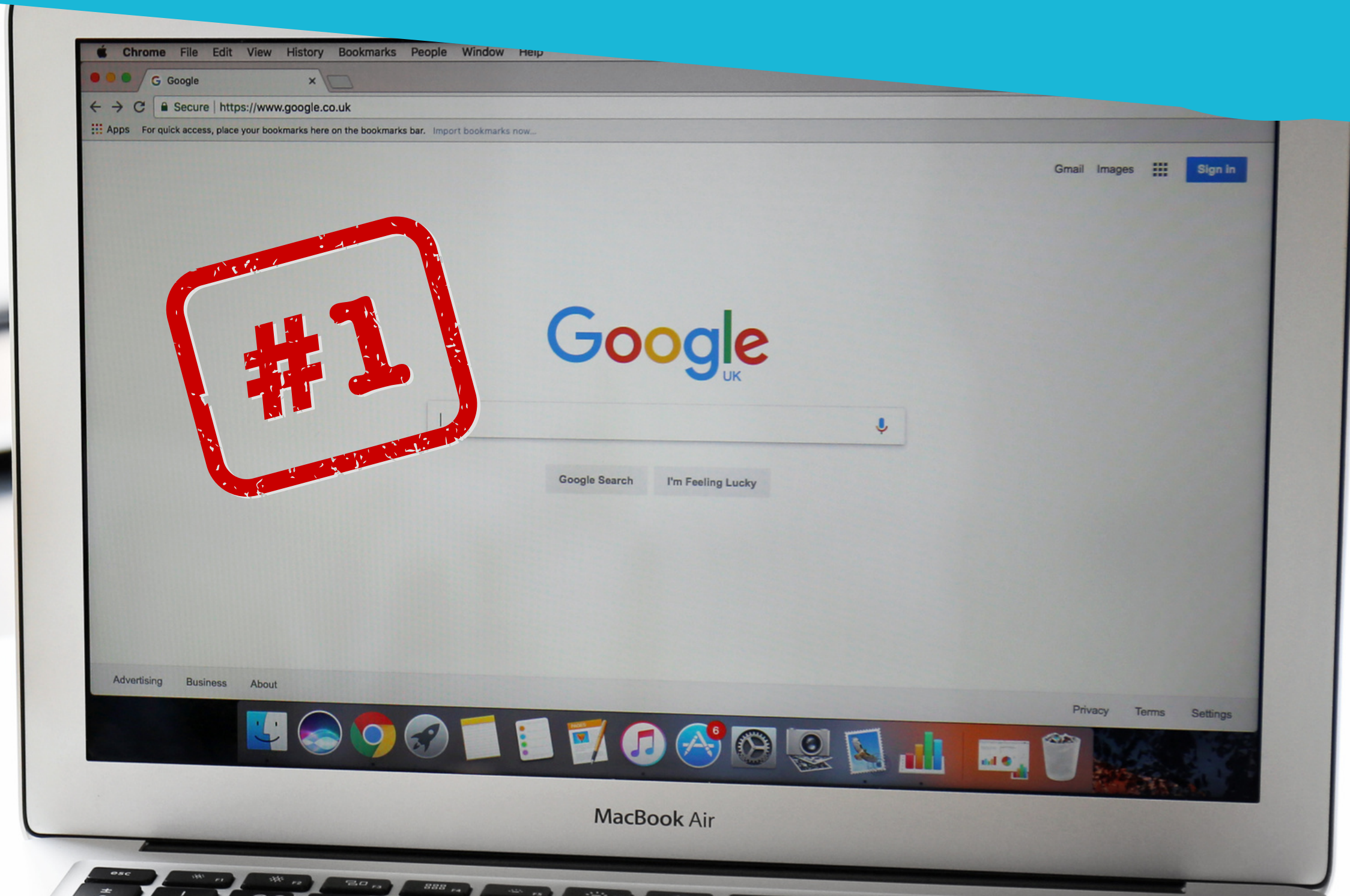


Google
Business
Profile

Website
Optimization

Blog
Keyword
Research

#1 Google Business Profile



Google calls you a “Service Area Business.”

Google allows you to hide your home address,
and you get to choose the radius in miles that you service.

Do It Yourself Audit



Do an Incognito search

REVIEWS

Looking to see multiple reviews sites with at least 10 reviews

SEARCH ENGINE RESULTS PAGE (SERP)

Search Your Business Name And City



Entire SERP page to be your business.

IF IT ISN'T YOU NEED MORE CITATIONS AND YOUR WEBSITE SEO OPTIMIZED.
BLOGGING WITH THE RIGHT KEYWORD PHRASES WITH YOUR NAME IN IT WILL HELP.

2 ways to get a Google Business Profile

1

Add Through Google Maps

2

Claim through Google Maps

Add your business through Google Maps



1. On your computer, sign in to [Google Maps](#) .
2. You can add your business in 3 ways:
 - Enter your address in the search bar. On the left, in the Business Profile, click **Add your business**.
 - Right-click anywhere on the map. Then, click **Add your business**.
 - In the top left, click Menu ≡ > **Add your business**.
3. Follow the on-screen instructions to finish signing up for your Business Profile.

Your Business Name 🔍

Claim your business through Google Maps

1. On your computer, open [Google Maps](#) .
2. In the search bar, enter the business name.
3. Click the business name and choose the correct one.
4. Click **Claim this business** > **Manage now**.
 - To choose a different business, click **I own or manage another business**.
5. Select a verification option, and follow the on-screen steps.



Detroit Voltage

4.9 ★★★★★ (27)

Electrician in Detroit, Michigan

[OVERVIEW](#) [UPDATES](#) [SERVICES](#) [REVIEWS](#) [PHOTOS](#)



CALL



DIRECTIONS



SAVE

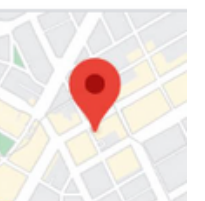


WEBSITE

[REQUEST A QUOTE](#)



400 Monroe St #261,
Detroit, MI 48226



Open · Closes 5 PM ▾

rebelfish
LOCAL

Figure out your primary keyword



Here's some ideas...

- **Online Marketer**

- Website Designer
- Internet Marketing Service
- Marketing Agency
- Marketing Consultant
- Advertising Agency
- Public Relations Firm
- Graphic Designer

- **Business Coach**

- Business Management Consultant
- Consultant
- Business Development Service
- Business to Business Service
- Life Coach

<https://rebelfishlocal.com/5-hacks>

5 Hacks That Will Get You On Page 1 Of Google

The process is simple. Just watch the videos, download the checklist, and do the work. Don't waste another day frustrated customers can't find you on Google but seem to find your competition. Download the free checklist today.

Name *

First Name

Last Name

Email Address *

DOWNLOAD NOW



#2 Website Optimization

7 Simple Steps To Get Started

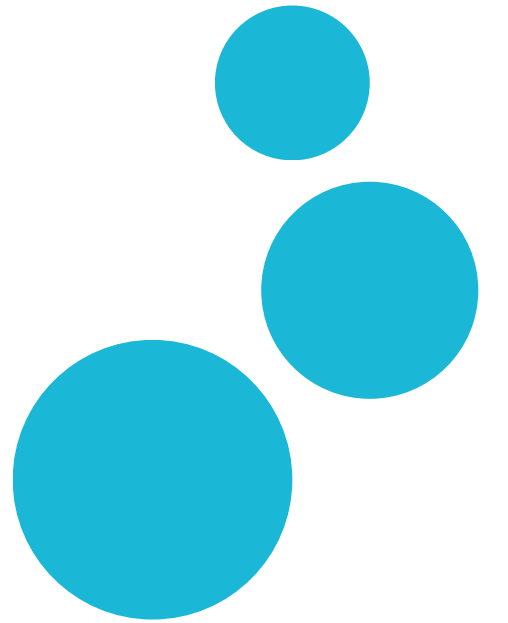




Title Tag

Limited to 55-60 characters

Use focus keywords from your research

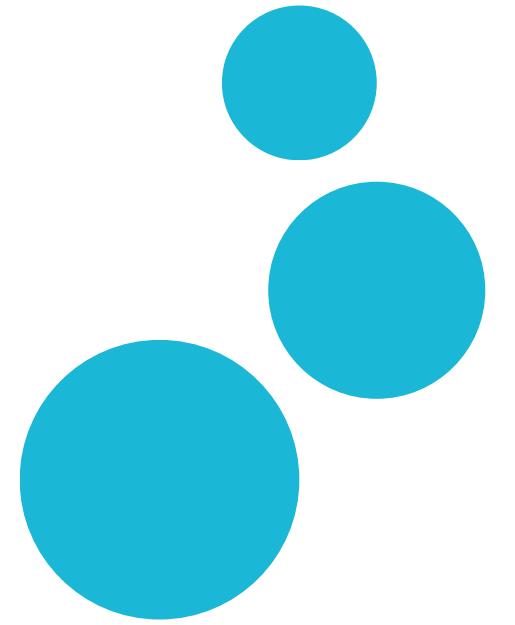


Use this tool to help you get started
<https://moz.com/learn/seo/title-tag>





Meta Description



URL: [grammarly.com](https://www.grammarly.com)

Limited to 160 characters

Use keywords from the title tag

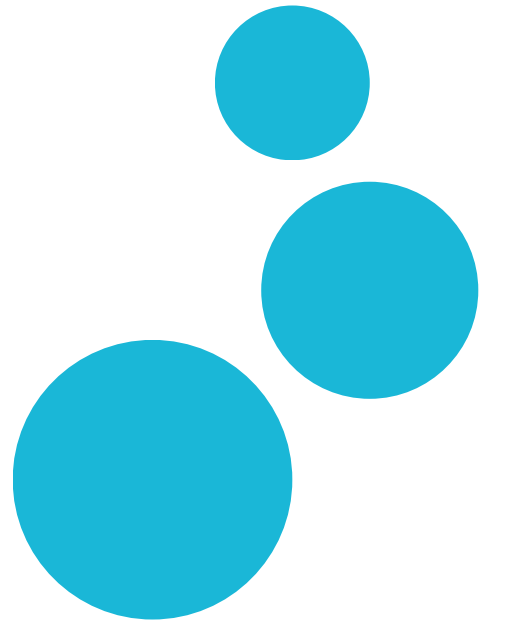
Make conversational, not spammy





Compress Images

URL: imgify.io



We use Imagify, owned by WP Rocket; the service does it for you to reduce the size of your images to help speed up your page load time





WP Rocket Plugin

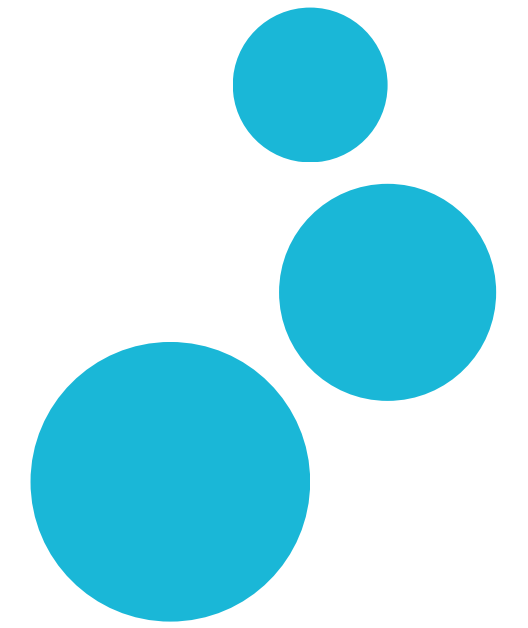
URL: wp-rocket.me



WP Rocket is the best WordPress caching plugin to achieve incredible speed results and optimize your website



5. Word Count



The guideline, if relevant, add it!

300 - 500 words for product,
service, location, or area pages

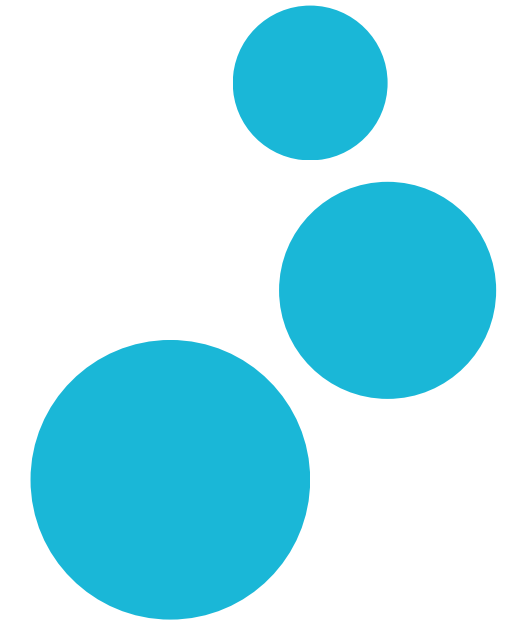
1000 words average for blog articles





WordPress Hosting

Don't buy crappy WP hosting



We use Siteground.com; it never failed, not once, not ever! (WP Engine is excellent as well)

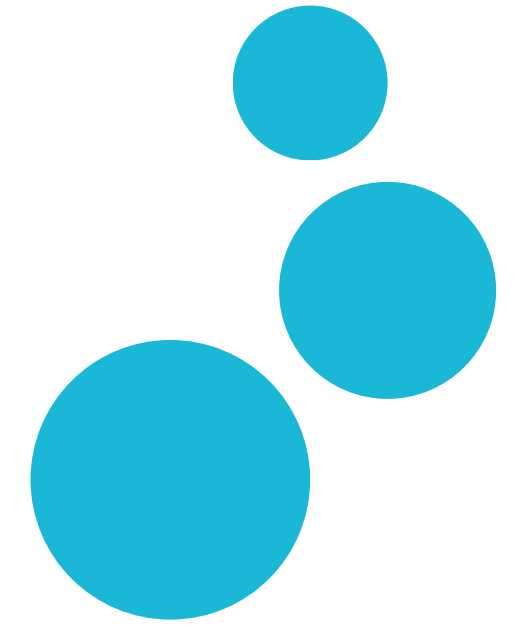
- ✓ Free backups
- ✓ Free SSL
- ✓ One button push restore from yesterday (for when you need a do-over)





Robert says, "Hire Us"

Because likely you won't want to
do any of these things yourself



Plus the 74 other things he
intentionally left out.

MARKETING AGENCY EXAMPLE

Evolve Global Marketing Mooreville, NC

Primary Category: Marketing Agency

Primary Keyword: StoryBrand Certified Guide

Got results in 4 months

>	☐	storybrand certified	fruit X	I					31	9	↑22
		scg page X									
>	☐	certified storybrand guide	fruit X	I					25	9	↑16
		scg page X									
		+ add tag									
>	☐	storybrand certification	fruit X	I					31	10	↑21
		scg page X									
>	☐	storybrand guide	fruit X	T					22	10	↑12
		scg page X									
>	☐	storybrand certified guide	fruit X	I					17	10	↑7
		scg page X									
>	☐	storybrand certified guide directory		I					-	11	new
>	☐	storybrand agency	agency X	I	T				14	11	↑3
>	☐	storybrand guide directory		I	C				-	15	new



evolve
GLOBAL MARKETING

RECENT PROJECTS

SCHEDULE A NO-PRESSURE CALL

STORYBRAND CERTIFIED

OUR SERVICES

A creative branding agency that will grow your business through Web Design

Evolve Global Marketing is a creative branding and marketing agency that uses storytelling to uniquely position your products, services, or organization for rapid growth.

SCHEDULE A NO-PRESSURE CALL

Incognito search.png

Build Online Aut....png

qrcode_10000c....png

additude.jpeg

Medium.png

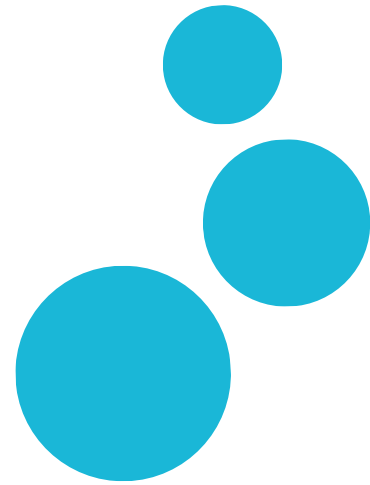
Show All

#3 Blog Keyword Research



Our Favorite Tools

- KW Finder
- SEMRUSH
- Google Keyword Planner



<https://rebelfishlocal.com/tools>

INCOME
SCHOOL



Keyword Research



KWFinder

Use Main Keywords phrases you want to be known for;
such as Business Consultant + your city (GEO Tag)

- This also reveals your competition.
- Look for "green light" keywords. They are easier to rank for

**** SEARCH VOLUME OF 10-100 IS THE SWEET SPOT****

Keyword Research



Notice your website Domain Authority score

Learn how you compare to competitors

Do you have any toxic backlinks that are impeding showing up?

Are any of your blogs show up on Google's first 10 pages?

**** DISCOUNT/TRIAL [HTTPS://REBELFISHLOCAL.COM/TOOLS](https://rebel fish local.com/tools) ****



SEMRUSH

Website & Plugins



Website: WordPress

Hosting: Siteground

SEO: Rank Math

Site Speed: WP Rocket

Compress Images: Imagify

Track Traffic: Google Search Console

Site Analytics: Google Analytics

2 more RESOURCES...

GTmetrics.com

For load page time report

Builtwith.com

Shows how your website is setup and what kind of website and plugins you have



Get a PDF recap, slides, & video replay

[https://rebelfishlocal.com/
get-more-website-traffic](https://rebelfishlocal.com/get-more-website-traffic)

Do It Yourself Audit

rebelfish
LOCAL

Step 1

Do an Incognito search:

REVIEWS

Looking to see multiple reviews sites with at least 10 reviews

SEARCH ENGINE RESULTS PAGE (SERP)

Search Your Business Name And City

You want this entire SERP page to be about your business. If it isn't you need more citations and your website SEO optimized. Blogging with the right keyword phrases with your name in it will help.

Step 2

KEYWORDS

Research With KW Finder

Use Main Keywords phrases you want to be known for, such as Business Consultant + your city (GEO Tag)

This also reveals your competition

Look for "green light" keywords. They are easier to rank for

**** Search volume of 10-100 is the sweet spot****

Research With SEMRUSH

Notice your website Domain Authority score

Learn how you compare to competitors

Do you have any toxic backlinks that are impeding backlinks?

Are any of your blogs show up on Google's first 10 pages?

**** Discount/Trial <https://rebelfishlocal.com/tools> ****

Website & Plugins

Website: WordPress

Hosting: Siteground

SEO: Rank Math

Site Speed: WP Rocket

Compress Images: Imagify

Track Traffic: Google Search Console

Site Analytics: Google Analytics

RESOURCES

GTmetrics.com:

For load page time report

Builtwith.com:

Shows how your website is setup and what kind of plugins you have

Local SEO is the
most efficient way to

GET VISIBLE

AS A STORYBRAND GUIDE
OR BUSINESS MADE SIMPLE
COACH IN YOUR CITY

Get a Google Audit Call
<https://rebelfishlocal.com/audit>

\$99
value

The PLAN Time to Implement



1

Block Off 2 Hours To Implement

2

Book your Free Google Audit Call

<https://rebelfishlocal.com/audit>

3

Celebrate Your Traffic Growth



Imagine....

Doing an incognito Google search for
industry money keyword and your city,
then seeing your website
on page 1 of Google.

rebelfish
LOCAL

Local SEO is the
most efficient way to

GET VISIBLE

AS A SMALL BUSINESS IN YOUR CITY

