

LOCAL SEO GUIDE

HOW TO DOMINATE LOCAL SEARCH BY GETTING REVIEWS

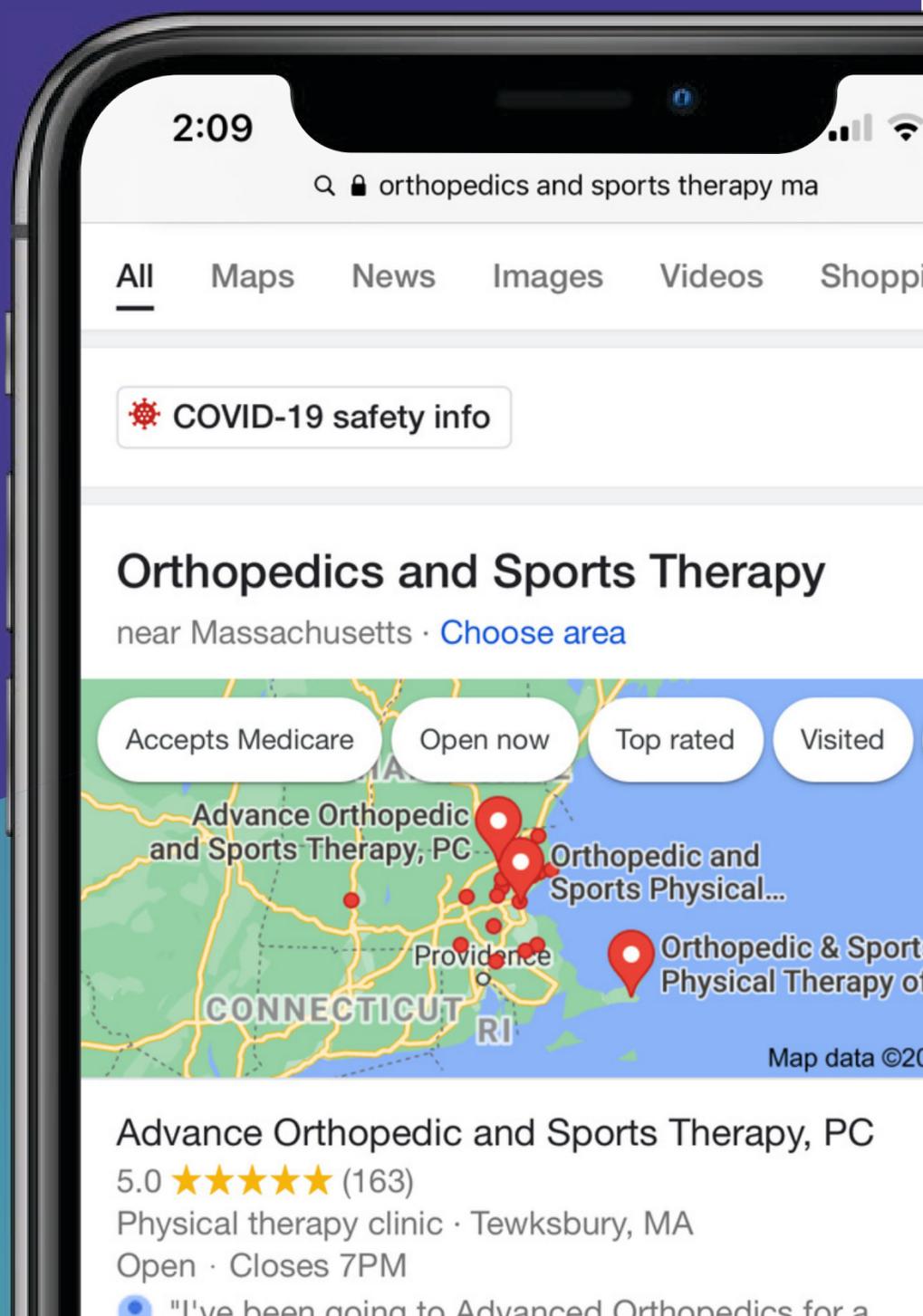
WWW.2STEPREVIEWS.COM

WHAT'S LOCAL SEO?

Local SEO is a search engine optimization (SEO) strategy that helps your business be more visible in local search results on Google.

Any business with a physical location or a business that serves a geographic area can benefit from it.

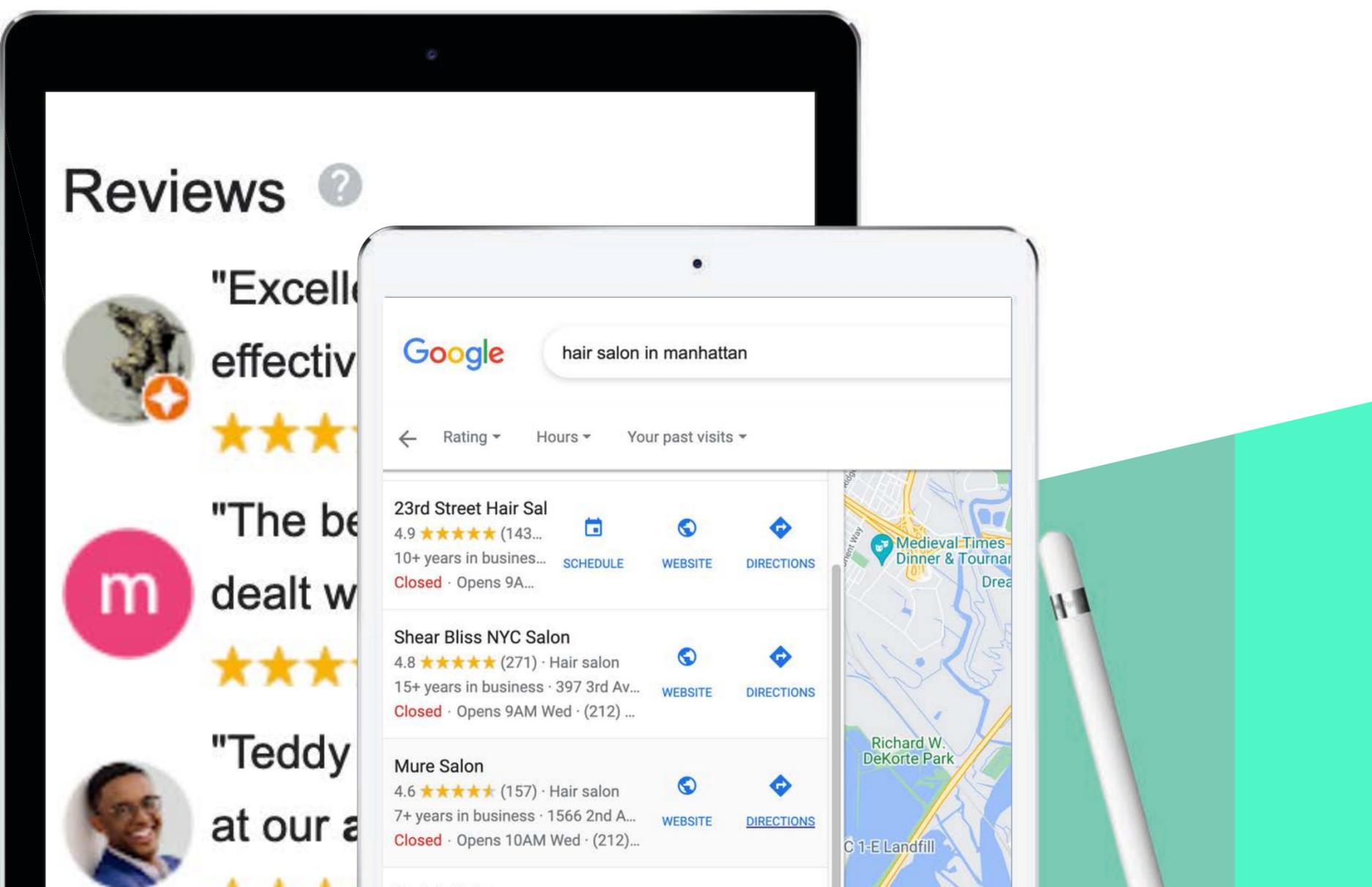
Focusing on Local SEO will help your business rank higher for local searches related to your products or services.



How do reviews influence Local SEO?

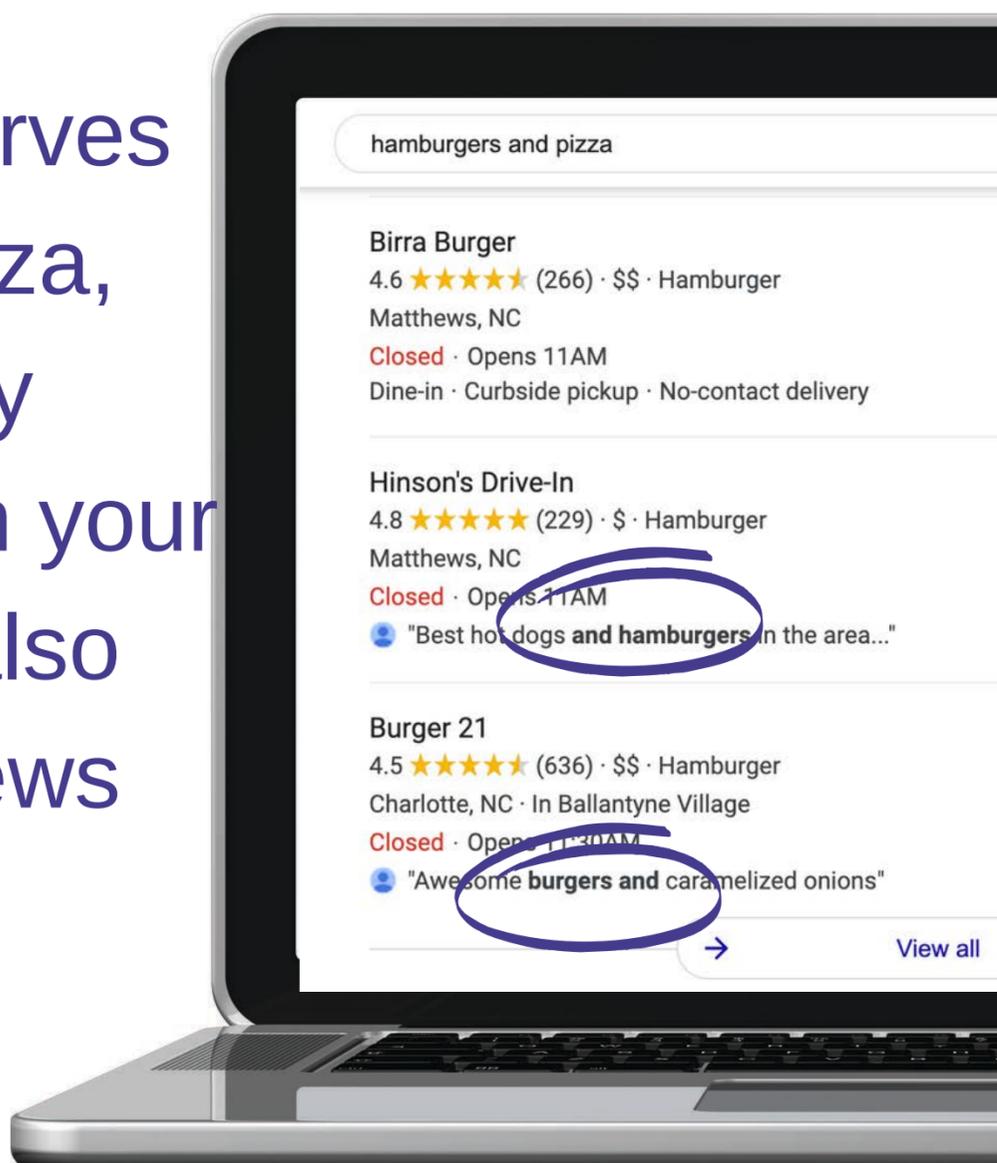
Yes, Google reviews influence how you rank on local and near me searches. If you've ever heard or talked about **SEO**, you know the term "**KEYWORD**." Google uses keywords to rank the content they show, right?

Reviews have keywords and Google LOVES KEYWORDS



To understand how this works, if someone is searching for **“hamburgers and pizza.”** Google looks for those keywords in **local restaurants' websites and their reviews** on their Google My Business page.

If your restaurant serves hamburgers and pizza, you probably already have those terms on your website. But if you also have customer reviews that say things like,



“These guys have the BEST hamburgers!”



“If you visit, make sure to try their Margherita pizza”

You will do better in the rankings for those keywords than local restaurants that either don't have any Google reviews or have any featuring those keywords.



95%

of customers read
online reviews
before making a
buying decision

Your total reviews also play an important role

The number of reviews also influences how your business ranks. Again, Google bases its ranks on KEYWORDS. The more reviews you have, the more relevant keywords they send to Google.

Indirectly, the more reviews a business has, the greater the pool of review text that can match against search terms, and the more frequently Google will find a suitable match.

To use a simplified example, imagine that **Restaurant A** has one review that says:

- *“I love this place. Their hamburgers are the best around!”*

While **Restaurant B** has these three reviews:

- *“Really good food. They make a mean cheesesteak. Worth the try!”*
- *“I keep coming back. Try a slice of their Margherita pizza. It’s fantastic!”*
- *“Really great, classic hamburgers and french fries. Steak cut fries rule!”*

Both restaurants will get a boost when people search for hamburgers. But because **Restaurant B has more reviews**, it has more search term matches. So it will also rank for cheesesteaks, pizza, and french fries.

How about recent reviews?

73%

**of customers
only pay attention
to reviews written
in the last month.**

That's right. Google also wants to see frequent reviews coming in.

Frequent reviews tell Google:

“We get new customers every day/every week that are happy with our products or services, and they are willing to share their feedback with others.”

RESPOND TO ALL REVIEWS



People spend up to

49%

more money on
businesses that
respond to reviews

"Respond to reviews that users leave about your business. When you reply to reviews, it shows that you value your customers and their feedback.

High-quality, positive reviews from your customers can improve your business visibility and increase the likelihood that a shopper will visit your location. "

Google 2021

Here are Google's Local SEO ranking factors broken down per category



Google My Business



Reviews

33%

16%

Personalization

6%

Citations

7%

On-page SEO

15%

Links

15%

Reviews are the second most important factor

SUMMARIZING

Google My Business

Claim or create your Google My Business Page

Get frequent positive reviews

Get positive reviews from happy customers

Keywords

Make sure your keywords are on your website

Respond to reviews

Respond to positive and negative reviews

Knowing how important reviews are to rank higher on Local Searches, we set up our customers for success from day one. Here's how we approach each category...



WHAT WE DO BEST!

- ## Claim or create your Google My Business Page

We provide a **complimentary Local SEO audit** in our onboarding session. If the GMB needs improvements or needs to be created, we will take care of it.

- ## Get frequent positive reviews from HAPPY customers

2 Step Reviews is designed to convert the review request into a 5-Star Review. If you ask a customer to leave a review on their own, that usually converts 1% of the time. **While the conversion rate with us is 50%**

WHAT WE DO BEST! *Cont.*

- **Make sure your keywords are on your website**

We address your main keywords during our onboarding session.

We will also give recommendations based on search volume and customer intent.

- **Respond to positive and negative reviews**

We have an autoresponder that will respond to any 5 or 4-Star review so that no reviews are left unanswered. In addition, we will alert you via text message for 3, 2, or 1-Star reviews so you can address them right away.

LEARN HOW YOUR BUSINESS COMPARES

Claim your FREE Local SEO Audit



LEARN HOW
YOUR BUSINESS
COMPARES

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