

Increase your Business Visibility Online

WITH LOCAL SEARCH MARKETING

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What is Search Engine Optimization?

Four Areas for increasing your visibility online

- Organic – (keywords)
- Mobile
- Social
- Local



Google Search Results

1. Google Local Business Listings

2. Organic Listings, ranked by:

- Keywords
- Links
- Quality of site
- Optimized text on website

3. Google Adwords

The screenshot shows a Google search for "hotels, lancaster, nh". The search bar is at the top, with the Google logo on the left and a search icon on the right. Below the search bar, there are tabs for "All", "Maps", "News", "Shopping", "Images", "More", "Settings", and "Tools". The search results show "About 218,000 results (0.90 seconds)". A map of Lancaster, NH is displayed, showing the location of the hotels. Below the map, there are filters for dates (Wed, Jul 5 and Thu, Jul 6), number of guests (2 guests), and sorting options (Price, Rating, Hotel class, Amenities). The search results list three hotels:

Hotel Name	Rating	Reviews	Star Rating	Price	Key Features
Coos Motor Inn	3.8	(21)	2-star hotel	\$130	Laid-back lodging with free breakfast, Free Wi-Fi, Free breakfast
Cabot Inn & Suites	3.0	(61)	2-star hotel	\$99	Relaxed motel with an indoor pool, Free Wi-Fi, Free breakfast
Lancaster Motor Inn	3.8	(24)	2-star hotel		Modest lodging that includes breakfast, Free Wi-Fi, Free breakfast


At the bottom of the search results, there is a link for "More hotels" and a link for "About pricing".

The Best Hotels in Lancaster, NH (with Prices) - TripAdvisor
<https://www.tripadvisor.com> › ... › White Mountains › Lancaster
Book the Best Lancaster Hotels on TripAdvisor: Find 458 traveler reviews, 90 candid photos, and prices for hotels in Lancaster, New Hampshire, United States.

4 Steps for Effective Local Search Marketing

- **Google My Business Listing**
Verify your business and choose a good category
- **Relevant Website Content**
Keywords matching your category on your Google Listing
- **Citations – incoming links to your website**
Listing your name/address/phone/URL on Web Directories
- **Reviews**

Google My Business Listing

Google 

[All](#) [Maps](#) [Videos](#) [Images](#) [Shopping](#) [More](#) [Settings](#) [Tools](#)

About 10,500 results (0.46 seconds)

Notchnet Web Marketing Services: NH Website Design, NH Website ...
www.notchnet.com/ ▾
Notchnet web marketing services, design, hosting, SEO, mobile marketing - Littleton, New Hampshire.

Portfolio
Notchnet web marketing services, design, hosting, SEO, mobile ...

Web Hosting Services Web ...
Web Hosting Services. Notchnet has provided web and email ...

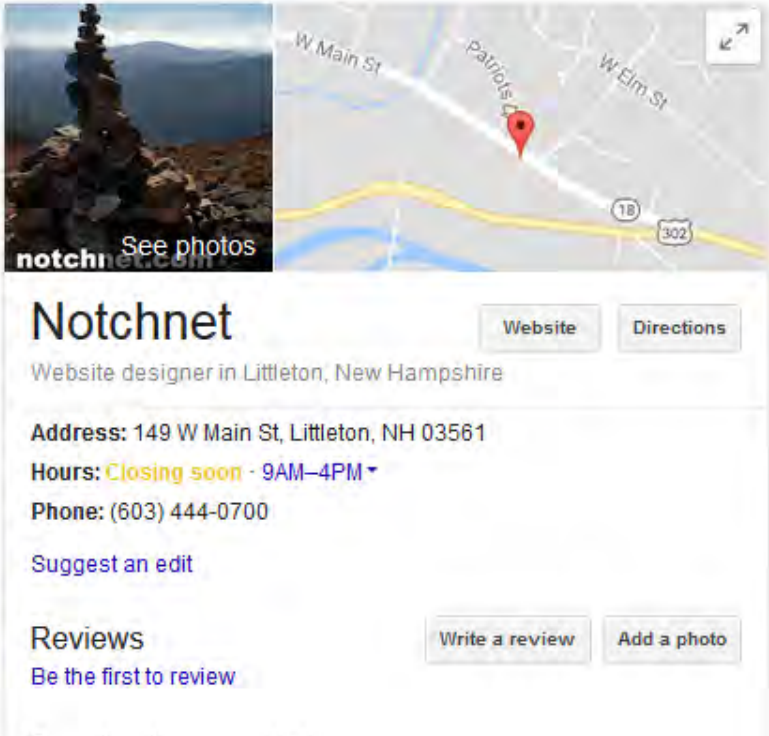
Hosting
A: Think of web hosting as renting space on the web. Website ...

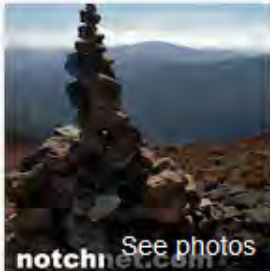
Design
Notchnet web marketing services, design, hosting, SEO, mobile ...


[More results from notchnet.com »](#)

The Word of Notch
<https://notch.net/> ▾
Aug 10, 2015 - The old notch.net domain was hosted on an amazon instance I managed myself. It was set up many many years ago, and I was very lazy about ...

Notchnet, Inc. - Littleton Area Chamber of Commerce
littletonareachambernh.com/business-directory/1037/notchnet-inc/ ▾
Long Business Description: Website design and development. Custom web Database design. Internet marketing solutions for small and medium-sized ...



 [See photos](#)



Notchnet

[Website](#) [Directions](#)

Website designer in Littleton, New Hampshire

Address: 149 W Main St, Littleton, NH 03561
Hours: Closing soon - 9AM-4PM ▾
Phone: (603) 444-0700

[Suggest an edit](#)

Reviews [Write a review](#) [Add a photo](#)
[Be the first to review](#)

Citations – Incoming Links

A citation is a listing on another website with your business name/address/phone/website

Citations can be listings on:

- Directories – Chamber Websites – Yellow Pages – NH.gov
- Social Media – Facebook Business Page
- Question and Answer Websites – Forums
- Related Websites – Vendors, Partners

Reviews

Grow and Manage your reviews on:

- **Google Reviews**
- **Yelp**
- **Trip Advisor**
- **Industry-Related Websites**



Tracking Success

Learn how to Check Your Web Traffic!

- **Your Web Server Traffic Report**
- **Google Analytics**
- **Google Search Console**



Thank You!

Download this presentation and handout at:

www.VeronicaFrancis.com

Learn more about the Northern Forest Center At

www.NorthernForest.org