

Build online presence & trust with SEO

Improve the online visibility of your business and help customers find you.

 **POSTMEDIA
SOLUTIONS**



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Introduction

Ranking high in online search results gets you noticed, particularly on Google. **The search engine giant owns 83% of the global search market share according to Statista.** If your competitors are outranking you on Google, then they're reaching customers that could have been yours.

Google dominates the search engine market because they guarantee a great online experience for their users. They do this by using an algorithm that instantly qualifies websites as authentic, secure and complete with valuable content for visitors.

Search engine optimization can get your website to the front page of Google. It just takes a little effort. Investing in SEO is what will help your business show up when your customers are searching for your products or services.

Source: <https://www.statista.com/statistics/216573/worldwide-market-share-of-search-engines/>



How to rank

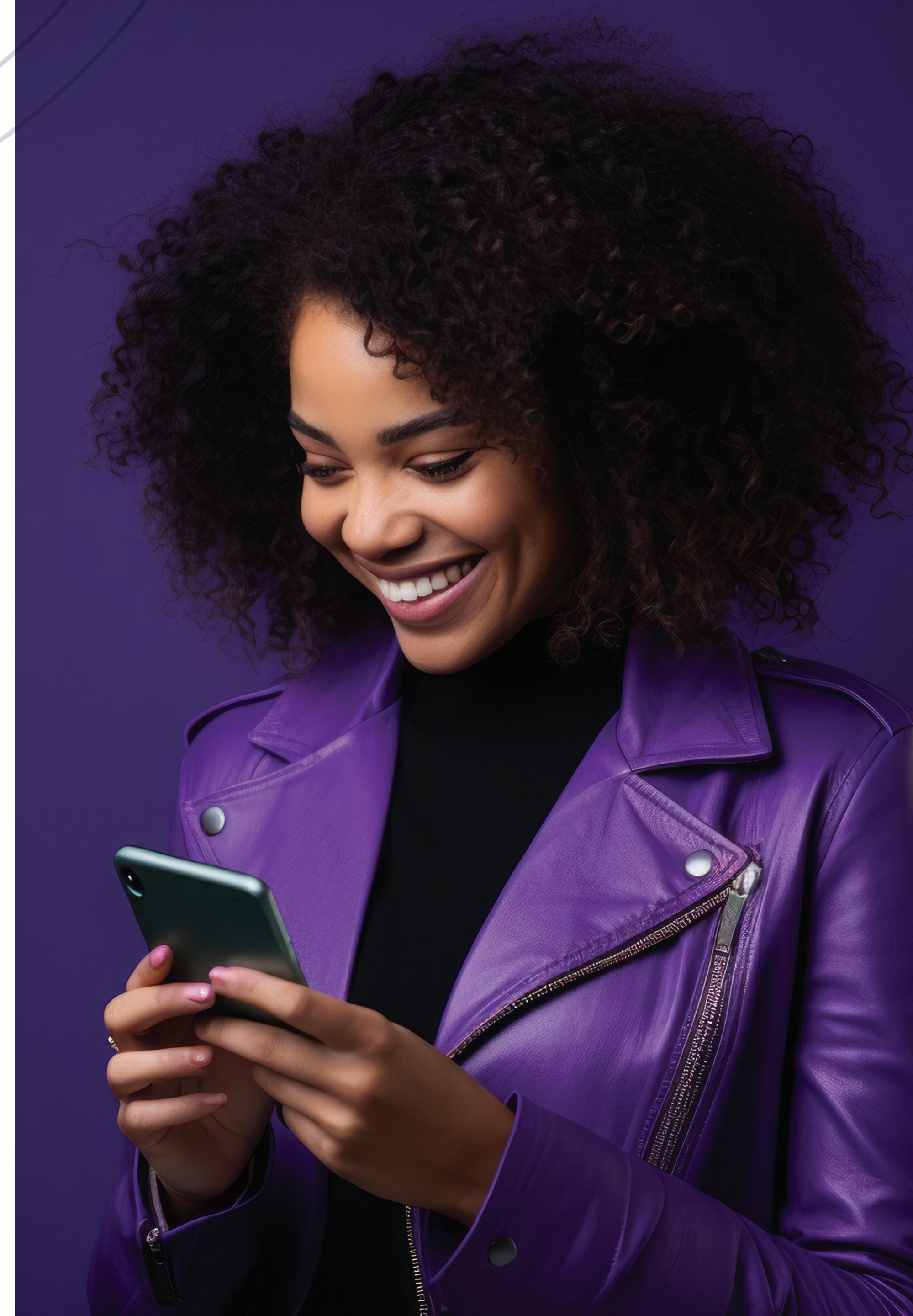
How to rank on Google is the top question for digital marketers because anyone looking for a product or a service starts their journey with a quick internet search. Want to know how much a flight costs? Google it. Looking for a new jacket or sneakers? Google it. Want to grab a coffee or order take-out? We all turn to an online search.

Canadians are among hundreds of millions of Google users finding, researching, and purchasing products every day. As a result, marketing managers know how important search engine optimization (SEO) is to make websites easy to discover. The challenge is keeping up with Google's always changing search ranking algorithm. If you're not up to date, your search campaign will not be effective.

Why is Google always tweaking its search ranking algorithm?

Google wants all its users to have a great experience online; this is crucial to the search engine's dominance. When someone's looking for information, products or services, Google wants to rank the best content first, so the users get what they want immediately. It's what keeps you coming back.

Google Search also determines rankings by analysing how fast pages load, visual stability and whether pages are optimised for mobile.



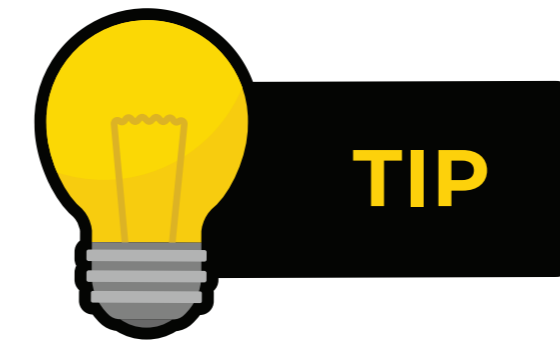
User intent

As part of the push to improve user experience, Google is more focused than ever on user intent. When it comes to SEO, this means creating expert advice users want and need. This type of content will rank higher than posts and articles that just try to sell a product or service.

Use keyword search tools and take a close look at the search terms used to find your content. Also, note the words customers use while on your site. Once you know what your user is looking for, provide that content in the way they want to receive it. Find out if your target customer prefers articles, videos or podcasts.

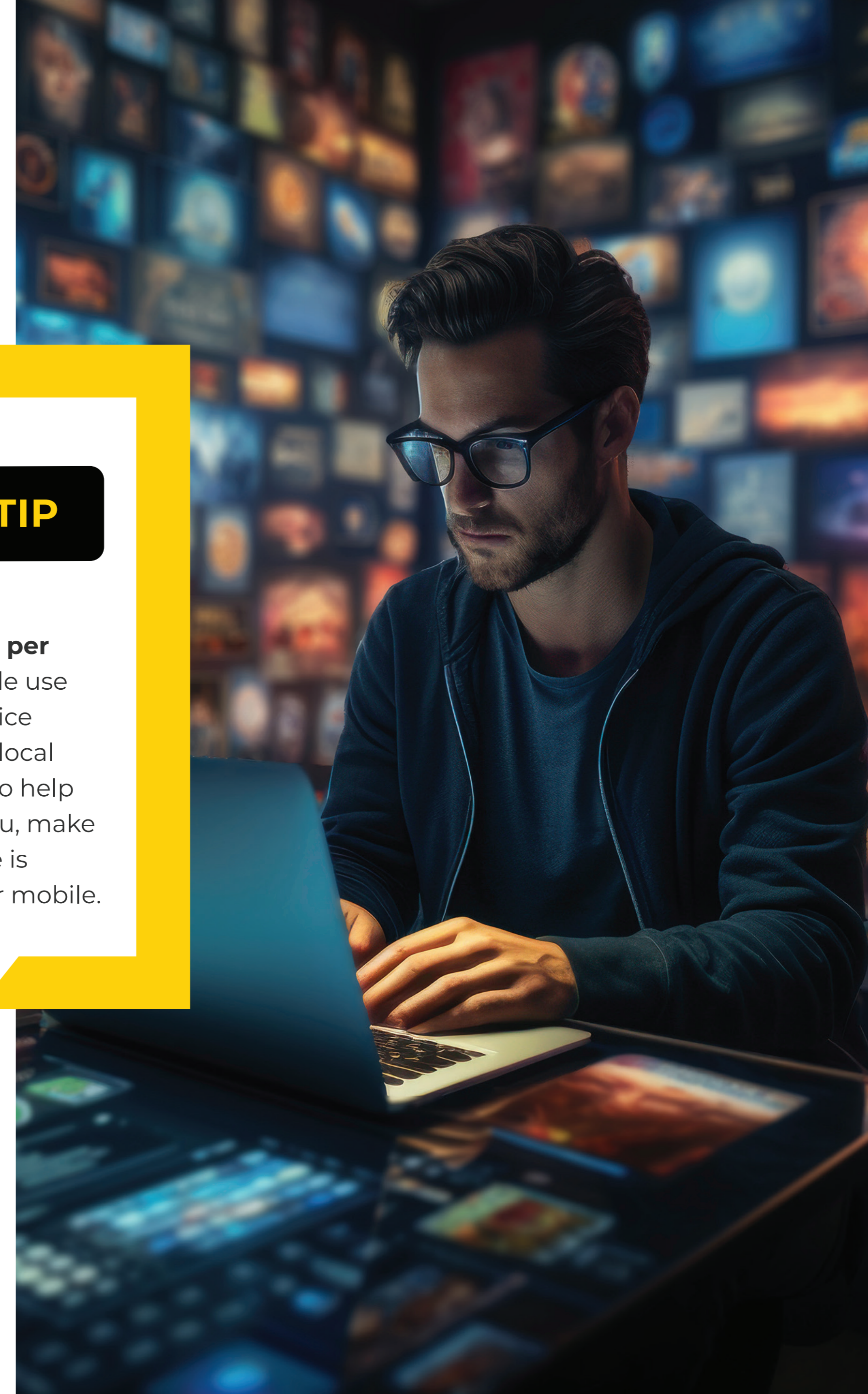
Keyword research will only get you so far. Differentiate yourself from competitors by digging into the raw data created when users visit your site. Respond to customers on your social media accounts. Use mobile apps. These strategies give you a better understanding of what your target buyers are looking for and how they're finding it.

Use this information to create the value-added content customers want. It will boost your Google ranking in the process. But the work continues after you acquire customers. Make sure you answer their questions and give them good self-serve options online.



TIP

Eighty-eight per cent of people use a mobile device to search for local businesses. To help them find you, make sure your site is optimized for mobile.

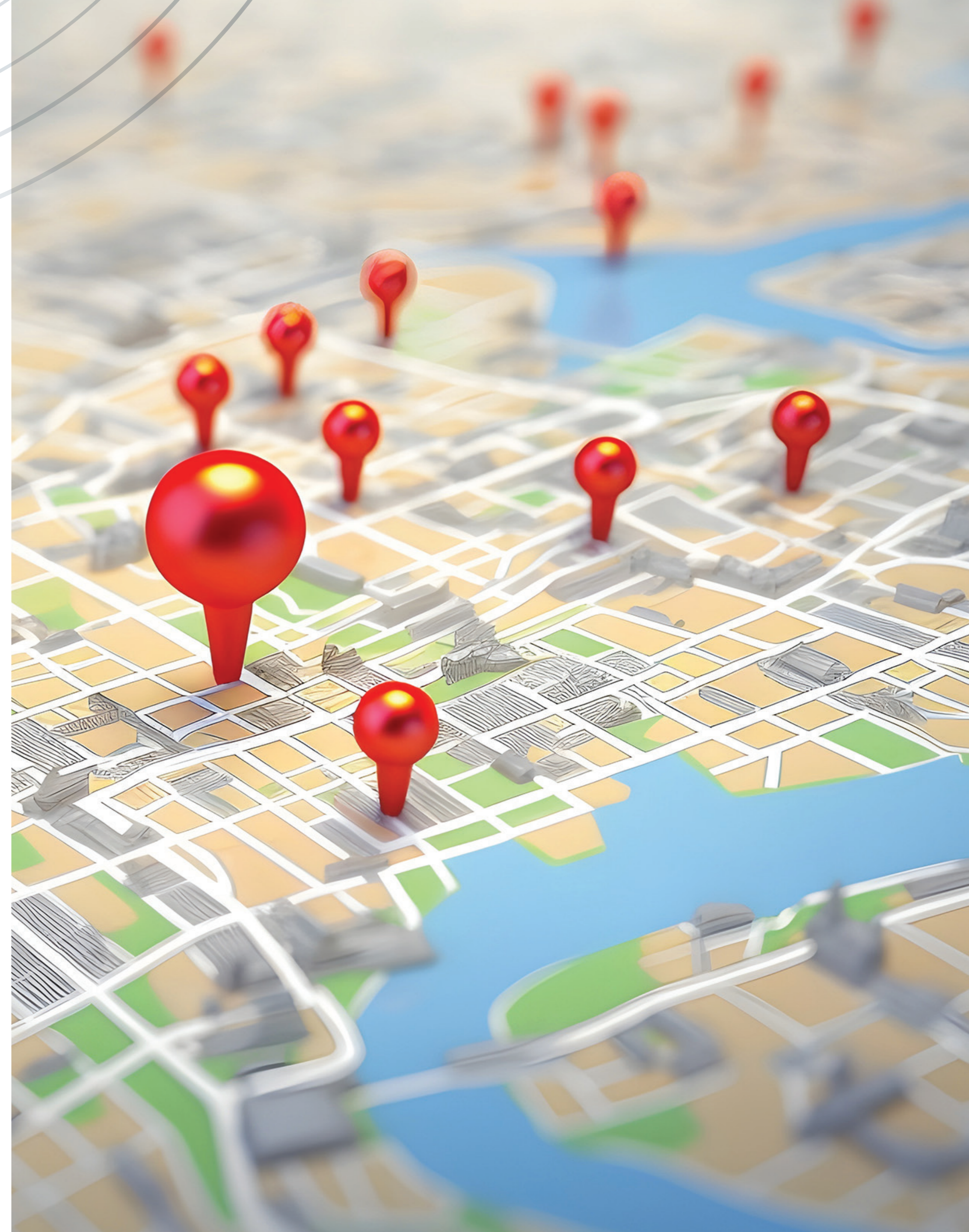


Local SEO is here

Thanks to its local search algorithm, Google takes location into account when someone looks for a product or service. It also has a set of local ranking factors it uses to make sure your business is relevant to anyone searching for products or services near them. It then provides Google search engine results pages from that geographic area.

Search statistics show that 88 per cent of mobile phone searches for local businesses either call or visit the business within 24 hours, according to HubSpot. That's a big opportunity for any small business with a physical store. But only if potential customers can find you and your location online first. A local search engine optimization campaign can help put you on the map for consumers ready to buy.

Local SEO — or local search marketing — shares the same goal as SEO. Both are digital marketing strategies designed to help businesses get discovered on search engines such as Google. The difference is local SEO improves a business's visibility on searches that include a geographic descriptor, such as the city, postal code, service area or term "near me."



Why local SEO is important

Consumers are researching before they visit stores and restaurants more than ever.

ACCORDING TO HUBSPOT:

- **72 per cent** of consumers that did a local search visited a store within five miles.
- **61 per cent** of mobile searchers are more likely to contact a local business if they have a mobile-friendly site.
- Local searches result in purchases **28 per cent** of the time.

Investing in local SEO leads to improved visibility everywhere online. It helps put your business in front of customers ready to buy what you're selling. It will also help you land on Google's 3-Pack, the top three most popular businesses related to a search. This means your business will appear in the form of a snippet that includes your address, phone number, link to your website and directions.

Source: <https://blog.hubspot.com/marketing/local-seo-stats#:~:text=88%25%20of%20searches%20for%20local%20businesses%20on%20a,local%20business%20if%20they%20have%20a%20mobile-friendly%20site.>

Source: https://www.hubspot.com/marketing-statistics?hubs_post=blog.hubspot.com%2Fmarketing%2Flocal-seo-stats&hubs_post-cta=HubSpot%20Marketing%20Statistics&_ga=2.243792709.1352180273.1648127323-2002692378.1648127323

Source: <https://www.nectafy.com/blog/mobile-marketing-trends-mash-up>



How to appear in local search

Google's local algorithm relies on three critical ranking factors to provide its top results:

DISTANCE

Proximity of a business to the location of the person searching. If no location is specified in the search, Google will calculate the distance based on what's known about the searcher's location. The closer your business is to a searcher, the higher its ranking.

RELEVANCE

How well a local listing matches someone's search. Adding complete and detailed business information can help Google better understand your business and match your listing to relevant searches.

PROMINENCE

Popularity of a business and how much online credibility it has. This is based on information that Google has about a business from across the web. It includes links, articles and listings on directories. The more popular a brand is in the real world, the better its online local ranking.



Get your strategy right

There is no way to request or pay for a better local ranking on Google. To rank high in local searches, a business must improve its online presence to meet the requirements of each of these factors. That's why getting your local SEO strategy right is critical.

LET GOOGLE KNOW WHERE YOU ARE

Include your physical address on your site and embed a Google map showing the business location on your contact page. If you have multiple locations, create a locations page to list them all. Add location-based structured data to your site.

CREATE A GOOGLE BUSINESS PROFILE PAGE

Google Business Profile is a free business profile that shows up on Google search results and maps. It includes your business name, location and category. It may also include other information Google has indexed from across the internet. To boost your visibility further, keep your page up to date, add photos and FAQs, and ask for and respond to consumer reviews.



TIP

Use Google Business Profile Insights to track your local SEO performance. This free reporting tool will show you how many calls, website clicks and direction requests you've received each month from Google local searches and maps.



Grow your business profile

To help Google trust you, make sure your business name, phone number and address appear in well-known local and national online directories or business listing sites. These include sites such as Yelp, and Facebook, as well as Google Business Profile, Bing Places, and Apple Maps. Make sure your business citations are consistent wherever they appear.

DO YOUR LOCAL KEYWORD RESEARCH

This comes down to identifying the search words and phrases people are using to find what you're selling. This will help you determine the searchable, locally-focused words and phrases you should use on your landing pages to help drive traffic to your site. It will also help you better understand the behaviours of your customers.

Also, make sure the name of your city or region appears across your website.

Ranking for local searches is getting more competitive as businesses realize the benefits. It's also necessary to help buyers find you when they're ready to buy. Most consumers want to buy locally and are searching for terms like "near me." If you don't appear, you will miss out on business.



Next Steps

Now that you know the benefits of search engine optimization and how to leverage it to help your website gain more visibility in search engines, we hope you will invest in SEO to help your business and products show up for customers who are searching online.

Staying up to date on current trends and best practices can be a hard task. The best way to stay on top of SEO news and changes is to refer to online resources. To set you up for success, we have created several resources for you!

Check out our blog at [POSTMEDIASOLUTIONS.COM](https://postmediasolutions.com)

Connect with a digital marketing expert who can help you take your marketing plan to the next level.

With our expertise, we can manage, track, and optimize your campaigns so you can focus on your business.

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Postmedia Advantage

Postmedia is a nationwide news media reaching over 17 million Canadians every month on 130+ brands. We are trusted, credible and brand friendly. Our extensive 1st party data and portfolio of marketing solutions offer customized campaigns that drive sales.

PERFORMANCE-DRIVEN SOLUTIONS

Achieve your marketing goals at every stage of the funnel with our comprehensive suite of marketing solutions. By leveraging powerful data insights, we optimize your ROI and enhance performance at every stage of your customer's buying journey.

COLLABORATIVE APPROACH

Postmedia develops strategies to assist clients in achieving their objectives. Our vast portfolio of digital marketing solutions supports a comprehensive funnel approach, offering solutions that align with your marketing strategy.

FIRST-PARTY DATA & TARGETING CAPABILITIES

With billions of data signals collected from our audience every month, we gather valuable information to create highly refined audience segments. Using cutting-edge technology in a privacy-compliant environment, we identify demographics and behaviours to create hundreds of audience segments to effectively target your campaigns.

REPORTING & ANALYTICS

Transparency is key. All clients subscribed to digital solutions have 24/7 access to their personalized dashboard to view campaign activity and receive regular personalized reports with actionable insights.

**Your success
is our success.**

We seamlessly integrate the right strategy to effectively align with your objectives, brand identity, target audience, and overall reach. Let's collaborate to develop a winning strategy that gets results. Visit [PostmediaSolutions.com](https://www.postmedia.com)



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