PRODUCT INFO

5 Reasons Your Business **Needs Local SEO**

Show up when nearby customers are ready to buy.



1 Local SEO makes the rest of your marketing work harder

Combined with your traditional and digital marketing, Local SEO completes a full-funnel strategy that builds recognition and trust and drives return on investment. When people see your ads, many go online to look you up, often on a search engine. Local search keeps growing: **"near me" searches grew more than 900% over two years.**

2 Reach people who are ready to buy

88% of people searching for a local business call or visit within 24 hours. People searching "near me" are ready to act. While your advertising builds awareness, Local SEO makes sure you show up the moment they're ready.

3 Reporting that connects all your marketing

See the actions people take, like **getting directions, calling, and clicking to your website**. Our reporting shows how your local campaign, and your marketing as a whole, moves people toward becoming customers.

4 Accurate business information everywhere

We keep your business information accurate on **30+ top listing sites**, including Yelp, Apple Maps, and more. **63% of consumers** say incorrect information would stop them from choosing a business, and Google uses listing accuracy as a top ranking factor.

5 Show up wherever customers search

People find local businesses in more ways than ever, including voice search. **58% of U.S. adults** have used voice search to find a local business. We can get you listed on Amazon Alexa and other voice assistants.