

5 Reasons Your Business Needs Local SEO



1. Local SEO pairs well with traditional and digital marketing

When you combine your current marketing with Local SEO, you begin to build a full-funnel strategy. This helps increase brand recognition, builds trust, and drives ROI. Once a consumer is influenced by marketing, they are likely to engage with a brand online, often through a search engine. Local search is becoming so popular that it [grew by more than 900% over two years](#).

2. Reach people who are ready to buy

Did you know that [88% of people searching for a local business will call or visit the business within 24 hours](#)? People utilizing 'near me' searches are ready to take action. While you build branding & awareness with traditional and digital marketing, make sure your business shows up in search results when people are ready to buy.



3. Provides reporting that pairs well with all of your marketing

Learn valuable insights about your business, including actions like *Get Directions*, *Phone Calls*, and *Website Clicks*. Our reporting proves the success of not only your Local campaign but how your marketing as a whole is driving people down the sales funnel.

4. Ensures accurate business information across the web

Our Local SEO products will ensure your business information is accurate on 30+ top-tier listings. Why should you care? [63% of consumers said that finding incorrect information would stop them from choosing your business](#). If that's not enough, Google also uses listings accuracy as a top ranking factor. We can get you on listings including Yelp, Apple Maps, and more!

5. Show up no matter where your customers are searching

People are using more ways than ever to find local businesses. One popular way is voice search. [58% of American adults have used voice search to find a local business](#). One of the many listings we can get you on is Amazon Alexa.