

MarketBlazer Provides Local SEO Tips

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MarketBlazer, Inc., based in Atlanta, Georgia, has revealed some local SEO tips for local businesses in Atlanta and neighboring areas. They also offer an e-book that people can request through an online form on their website. Some of the SEO tips include setting up Google My Business; maintaining a consistent NAP; getting reviews; optimizing local content for local keywords; amplifying local signals on the site; creating local pages; and starting a blog.

"Search engines like Google prefer to show local results, even for searches that don?t mention a location. Meaning if you search a term like 'dentists', without mentioning a location, your results will include local dentists in your area grouped in with more generic results. You want your business to top that list," said Ray L. Perry, co-author of the "Marketing Guides for Small Business" eBook series, which includes topics on website design, SEO for local businesses, social media, Google AdWords, content marketing, and reputation management.

He explains that local SEO is the process of configuring a business? website to help ensure that the business will be able to get a higher position in the local search rankings. This is of vital importance to a business with

a local address and would want customer and other people who can be customers to visit that local address. Local SEO provides a powerful way to get the name of the local business in front of customers and those who can be customers. This is because Google and other major search engines have developed sophisticated algorithms that are capable of producing precise local search engine results pages (SERPs). These pages are producing much more location-centric results than before. Thus, local companies that are knowledgeable on how to use local SEO will tend to be on top of the local SERPs.

Ray L. Perry points out that the free e-book that they are offering is titled, ?Search Engine Optimization Free Report,? and those interested can simply provide their first name and email address. This free local SEO guide offers a free report and checklist that allows the reader to discover everything that business people would need to know about local search engine optimization (SEO).

Ray L. Perry explains that local SEO is essential for a business in Atlanta and nearby areas because as of 2015, almost 50 percent of all Internet searches were for local goods and services. This percentage is expected to increase even more. The business could be owned by a lawyer, accountant, plumber, contractor, painter, or any of hundreds of other types of area businesses that depend on local customers in Atlanta to keep their business running. In summary, any business that gets some of its customers from the local area would want to consider launching a local SEO program.

Ray L. Perry points out that by using marketing tactics and strategies from MarketBlazer, this can mean the difference between a good year and a bad year, between growth and stagnation, and between success and failure. Businesses can expect various kinds of results when they make use of the services of MarketBlazer. These include their marketing efforts producing more leads and providing the process for managing the leads more effectively; the fact that the marketing efforts will permit the business to execute and benefit from online marketing strategies; and the fact that the marketing efforts will help in attracting customers from various geographical areas.

Furthermore, with MarketBlazer, local businesses would be able to have a more systematic and organized marketing strategy, allowing the business owner or manager to know what to do next. Also, the business? marketing efforts will allow communication with customers and prospects with greater clarity and more consistency. The business will also be able to discover more alternatives on how to market while ensuring that it fits the business owner?s personality, financial resources, and business methodology.

Those who would like to know more about local SEO and the services offered by MarketBlazer Inc. can check out their website at www.marketblazer.com, or contact on the phone or through email.
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MarketBlazer, Inc.

Atlanta based, MarketBlazer, helps businesses grow with their strategy first 7-Step Small Business Marketing System including a trust-building website, content, SEO, social media engagement, customer reviews, email marketing, and paid lead generation.

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