Thomas Olesen Discusses What is Local Search Marketing in the Third Installment of His Blog Post Series

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MyLocal, based in Norfolk, UK, previously announced that owner Thomas Olesen had planned a blog post series to update his book, Local Search Optimisation. Thomas Olesen had previously published the book titled, Local Search Optimisation which is currently still available on Amazon. This book was published in 2017 and therefore, it is somewhat outdated in view of the fast developments in Local SEO. Rather than rewrite the book, Thomas Olesen has started to provide updates through a series of blog posts. This was previously announced in a press release issued by MyLocal.

This third blog post in the series focuses on defining what Local Search Marketing is. More about this can be found by reading the blog post on the MyLocal website.

Thomas Olesen explains, ?Local Search Marketing is the equivalent of advertising in the local press or radio before the internet. The difference is that you are trying to be found on Google rather than your advert in the press being found. This is likely to reach far more people and can be measured more easily.? As described in previous blogs (chapters), this can be done without a website but it is likely to be more effective with one. The

more places a local business is listed online (known as citations) the more chance it has of being found. This is not just because of the number of places but because of the trust that is built with Google by being widely listed.

If you have a website, it can be linked to your listing in these citations and found via local SEO. MyLocal collaborates with the client?s website designer to enhance the ability of the website to be found in these local search queries. They specialise in local SEO and most of their work is done off-site, meaning that they don't modify the website itself. But MyLocal advises webmasters to ensure that onsite and off-site setups complement each other.

Thomas Olesen goes on to explain the difference between On-Page/on-site and Off-Page/off-site. The former refers to work on a website which is usually undertaken by the webmaster and the latter refers to anything done elsewhere online. An example of on-site work might be a blog post on a website whereas a social post referring to the blog would be an example of off-site activity.

MyLocal provides advice to businesses who want to establish or improve their online presence, specifically providing local SEO, online visibility and online credibility services. Online visibility has to do with making the business site widely available online. It should be pointed out that if the only online presence of a business is in the form of a website, the chances are that the search will not consider the business to be important and the site will find it hard to rank high in the SERPs.

The situation would be different if the business is listed correctly in various places, such as directories, maps, industry niche sites, review sites, social media sites, local sites, video sites. This would get the attention of Google and other search engines, helping the site rank higher in the search results.

Meanwhile, online credibility is what people think when they find one's business online, wherever that happens to be. It is quite likely to be a third-party listing like Facebook and so it is important to claim all such listings so that they can be optimised and made to look impressive. Also, third party reviews can help boost online credibility. Some businesses are concerned about poor online reviews, which is why some companies use reputation management systems of the type ed by MyLocal.

And, of course, MyLocal also offers local SEO services, the subject of this blog series and book. The idea is to help local businesses to be found online even if they don?t have a website. If they do, it is far more cost-effective to rank in local search results than to rank a website in organic search results.

People who are interested in local SEO services may want to check out the MyLocal website, or contact them

on the telephone, or through email. They may also want to check out their Google My Business post. They are open from Monday to Friday, from 9:00 am to 5:00 pm.

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For more information about MyLocal, contact the company here:MyLocalThomas Olesen01485 205009thomas@mylocal.org.ukThe NookCommon LaneBrancaster StaitheKing's LynnNorfolkPE31 8BLUnited Kingdom

MyLocal

MyLocal is a digital marketing agency helping local businesses with their online visibility and credibility.

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