

Atlanta SEO Agency Shows Small Business Owners How to Use Local SEO Marketing in New eBook

December 07, 2015

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ATLANTA, GEORGIA (December 7, 2015) ? Atlanta SEO Agency, MarketBlazer, is thrilled to announce the release of their CMO Ray L. Perry's latest eBook, which explains the benefits and elements of search engine optimization (SEO) for local businesses.

Google?s 2014 report about online traffic indicated that half of people who search for products or services will visit a store to make a purchase that very same day. Recent trends show that consumers are increasingly looking for local companies to meet their needs, and that these consumers tend to use mobile devices in their search for goods and services. Local SEO strategies make it possible for companies to reach these consumers just when they are actively searching for products and services that will solve their immediate problems.

Optimizing a company?s Google accounts is an important step toward gaining a greater share of the local market. A company?s location, contact information, and business hours can now be displayed on Google?s search engine results page (SERP). Putting that data in Google?s hands means equipping local shoppers to contact a company in a streamlined and efficient way.

Another vital aspect of local SEO is careful selection of keyword phrases that meet the needs of consumers who are on the go. Mobile devices and voice searches are two growing areas of the online market, and local SEO offers entrepreneurs many tools to meet these consumers? demands.

Perry stated, ?Make it easier for your target audience to find you. Local SEO is simply a series of steps that lead to creating better connections between companies and consumers. The payoff you can enjoy after harnessing local SEO ? an expanded customer base, more sales, business growth ? make the investment completely worthwhile for businesses of all sizes and types.?

Perry?s latest eBook, "Local SEO: Proven Strategies & Tips for Better Local Google Rankings" is available from Amazon and provides the reader with a clear road map to more profits and increased business growth with local SEO. The Local SEO eBook is the first of a series of eBooks being distributed monthly over the next year. The series is called "Marketing Guides for Small Business."

About Ray L. Perry

Ray L. Perry is a marketing consultant, business advisor and author of ?Guide to Marketing your Business Online? (2011), and co-author of ?Renewable Referrals? (2014), ?The Small Business Owners Guide to Local Lead Generation? (2015), and the soon to be released ?Do Leadership: A step-by-step Guide to Doing Thought Leadership? (2016) and ?Avid Strategy: How Focus, Culture, and Commitment move your Small Business Marketing to the Next Level? (2016).

Ray is also the co-author of the ?Marketing Guides for Small Business? eBook series, which includes topics on Local SEO, Social Media, Google AdWords, Content Marketing, and Reputation Management. Ray is a featured author on Duct Tape Publishing and a key contributor to the marketing training website NeedMarketing.com.

Ray is the Chief Marketing Officer at MarketBlazer, an Atlanta marketing agency that helps clients with website design, seo, content marketing, social media and reputation management. Ray is a Master Marketing Consultamt certified by Duct Tape Marketing.

Learn more about Ray L. Perry by visiting his Amazon Author Page.

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Ray is a Marketing Consultant, Business Advisor, Author and Master Marketing Consultant certified by Duct Tape Marketing. Ray helps his clients develop marketing strategies to find their ideal prospects that have a need for their products and services.

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