Business Can Keep Cash Register Ringing With Local Buzz

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London, UK, JAN 10, 2016 ? Statistically consumers research products online before buying them 78% of the time sending businesses a clear message of 'be visible online or get ready to close shop.' In keeping with their mission to educate website owners, White Hat SEO (www.whitehat-seo.co.uk) has just published a new blog post entitled 'Beyond Local Online Presence: How Your Local Business Can Keep the Cash Register Ringing with ?Local Buzz? .'

The article discusses how ?optimizing an online presence is a necessity. Some 90% use search engines such as Google to look for products and services. If a business does not appear on search results, even their neighbours might not purchase from their shop, and it?s because they are ?invisible? on Google. So, business owners employ agencies and professionals to conduct SEO or search engine optimization for their website.'

?You need to optimize your local online presence in other web properties, such as social media, maps, review sites, and local listings,? states Clwyd Probert, author of the article and founder of WhiteHat SEO. ?They not only help improve your website?s overall rankings, they also ensure your local business shows up

for more search results on Google.?

The article states that ?to create local buzz for your business, you need to reinforce your typical SEO work with these location-targeted approaches such as ensuring NAP Presence and Consistency, checking for Duplicate Places Listings, getting Published on Review/Rating Sites, encouraging Social Media Reviews and facilitating Web Check-ins.?

?These are only some of the methods you can use to create a local buzz for your local business,? stated Probert. ?Yes, traditional SEO will help your website rank well on Google search. But if you want to dominate your competition, you need to dominate local search with results. You must give prospects more links to click when search results are served. More importantly, you need to encourage them to go beyond searching at visit your store to buy. You can do this through 'local buzz'.?

Whitehat SEO Ltd. draws from established systems in delivering services, as well as keeping up with recent trends and developments in the industry. They personalise their approach to SEO projects allowing them to provide guidance, clarity and the opportunity to move their clients far ahead of competitors not making full use of the latest technology by using analytics to deliver marketing services to the business sector.

To read the article, visit www.whitehat-seo.co.uk.

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Whitehat SEO Ltd

Our company Whitehat is a full service agency with a team of experienced experts with knowledge of every aspect on online marketing: SEO (both local, national and international), reputation marketing and management, social media, PPC and web design.

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