

# Boost Your Local Visibility Thanks to Local SEO With SeoYass



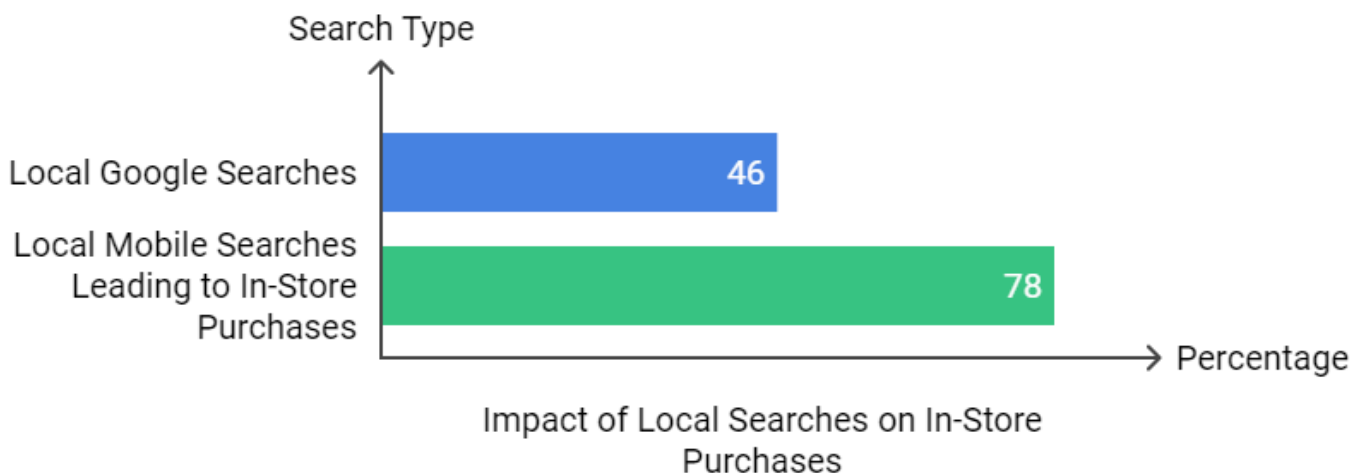
## What is local SEO?

A simple explanation: local SEO is a strategy that optimizes your online presence to attract more local customers. Example: Taxi in London wants to appear first on Google for “taxi london”.

## Why do SMEs need it?

Impactful statistics:

- 46% of Google searches are local.
- 78% of local mobile searches lead to an in-store purchase within 24 hours.



## The Key Benefits of Local SEO for SMEs

### 1. Increased local visibility

Be visible where your customers are looking for you.

Example: "Chiropractor in manchester".

## 2. Generation of qualified leads

Customers looking for your services are already interested.

## 3. Building credibility and reputation

Reviews and testimonials boost customer trust.

## 4. High return on investment

Compared to advertisements, local SEO offers lasting visibility.

### Key Benefits of Local SEO for SMEs



## The Technical Elements of Successful Local SEO

### 1. Optimization of the Google Business Profile (GBP)

- Creation of a complete and attractive profile.
- Use of keywords in the description.
- Regular publication of posts and news.

### 2. Creating optimized local pages

- Example: "Chiropractor Manchester".
- Recommended structure: catchy title, optimized text with keywords, call to action.

### 3. Local linking strategies

- Collaboration with local sites (blogs, directories).
- Example: partnerships with local associations.

### 4. Customer review management

- Techniques to encourage your customers to leave positive reviews.
- Response to negative reviews to protect your online reputation.



## Key Steps to Implement Local SEO

### Step 1: Local SEO Audit

- Check your current online presence: [Google Business](#), social media, website.

### Step 2: Competitor Analysis

- Identify their strengths and weaknesses to better position yourself.

### Step 3: Local keyword research

- Use tools like Google Keyword Planner or Ubersuggest to find relevant keywords.

### Step 4: Technical optimization of the website

- Mobile-friendly.
- Fast loading.
- Adapted URL structure (example: /lawyer-london).



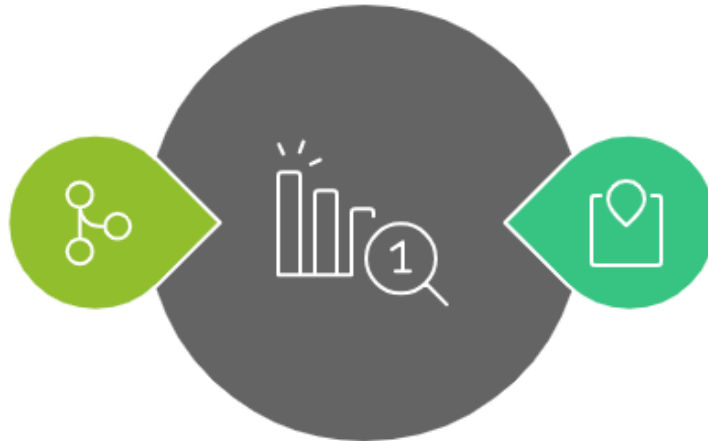
## Section 4: Examples of Results Obtained with SeoYass

- **Case study 1: Chiropractor in Manchester**
  - .Increased traffic by 150% in 6 months thanks to well-optimized local pages.
- **Case study 2: Taxi london**
  - First position on “Taxi Long Distance London” thanks to a local netlinking strategy.

## SeoYass Success Strategies

### Local Netlinking Strategy

Building local connections to boost search ranking



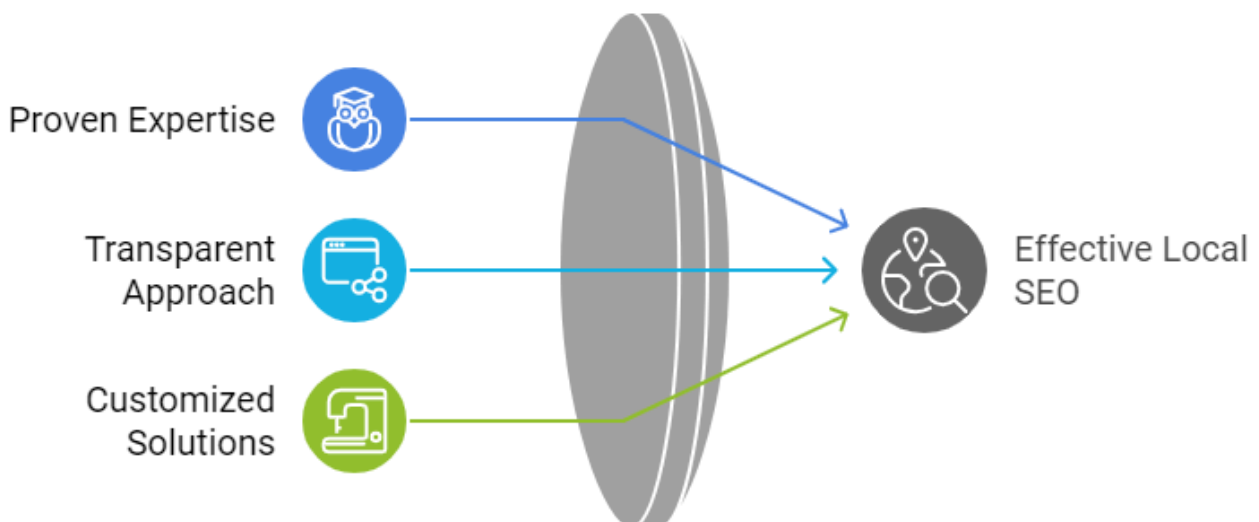
### Optimized Local Pages

Enhancing local search relevance through page optimization

## Why Choose SeoYass for Your Local SEO?

- **Proven expertise:** Several SMEs already satisfied.
- **Human and transparent approach:** You understand each step of our strategy.
- **Customized solutions:** Adapted to your sector and geographic area.

## SeoYass's Local SEO Strategy



## Ready to Dominate Your Local Market?

Contact [SeoYass](#) today for a free consultation!

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