

# Localeze

Increase Online Search visibility

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# Local Search Optimization

Location, is it everything! Remember that saying? But does it mean the same thing as it used to? Location-this use to mean where is your business located in the physical sense. Now location also means were do you **rank** (where are you located) **in google!**

After being in business, taking classes and just plain experiencing it first hand, I see that a lot of factors go into your business success. One thing that should not be over looked in your business is search engine optimization. I have been there, thinking having a website is enough, but SEO is just as important as your website! Using the SmallBiz theme is a great start for SEO but there are other things you can do to increase your SEO.

**Your ONLINE location is very important!**



Google needs to know if it can trust your site – the more citations with matching results the better your do...

## Short List Of Do's and Don't of Local Listings

1. Eliminate Multiple Business Listings with the same provider.
2. Use same NAP (Name Address PhoneNumber) everywhere.
3. Don't use 800 numbers for Local profiles.
4. Update with correct information where find discrepancy.
5. Find more directories and submit correct listing information

## Localeze – Increase Online Search Visibility Across over 100 Search Platforms

Localeze's network of 100+ best-in-class local search platform partners spans applications from desktop and mobile to social, industry-vertical and other specialty directories.

### Localeze Benefits:

- **Set up a secure listing**, certify your Name, Address and Phone (NAP) and enhance your listing.
- **Optimize for performance**. We optimize your listings specifically for Local Search so potential customers get the best possible results.
- **Get quality assurance feedback**. We give you proactive feedback on your business listings' Local Search optimization as well as recommendations for improvement.
- **Manage, re-verify, update**. We prompt you to continuously manage, update, refine and re-verify your local business listings anytime, 24/7.
- **Enjoy broad distribution**. Our solution delivers your local business listings directly to the industry's largest authorized network of local search platforms.
- **Bring customers to your door** due to increased visibility and online consistency.



Claim your main listing manually.

Go to [www.google.com/local/add](http://www.google.com/local/add) and sign in with your gmail or google account. Follow the instructions to find your business and claim it.

- \* Yahoo Local: <http://listings.local.yahoo.com/csubmit/index.php>
- \* Yelp: <https://biz.yelp.com/signup/>
- \* Bing: <https://ssl.bing.com/listings/ListingCenter.aspx>

Being part of Expand2Web expert group (thanks to Don Campbell) Greencastle Web Design can offer our clients a special deal on Localeze.

\$125.00 Annually. You fill out a form and we will submit it to Expand2Web. If we see any changes needed we will let you know. Your site will be listed correctly in **100+ local search directories!**

Imagine filling out one form instead of looking for 100 directories. Also, it is an endorsed product of Expand2Web!

[Click here](#) to go to the sign up payment button. After payment you will be taken to a link to fill out the best you can. Don't worry, we will take a look to see if you have put in the best SEO for your site.

As always, thank you for the opportunity to work with you!

Laura

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