MASTER GOOGLE BUSINESS PROFILE STRATEGIES

CANNABIS STORE

LOCAL SEO BIBLE

THE EXPERT GUIDE FOR BEGINNERS TO DOMINATE LOCAL SEARCH RESULTS

PM Prosper Media

by Asad Ali

The Local Cannabis SEO Bible 2025 Edition
Will Take You From a Beginner to a LOCAL SEO EXPERT!

Use This Advanced Guide

To Understand And Take Advantage of the BEST local SEO Strategies

And Take Your Business to the Next Level. 🚀

> **"** I'VE BEEN WORKING WITH PROSPER MEDIA FOR THE LAST 8 MONTHS... AND I'VE SEEN OUR NUMBERS (SALES) SKY-ROCKET OVER THE LAST 8 MONTHS.**"**

Marcel Wang - Cannabuds Dispensary Owner

FOLLOW US ON SOCIALS FOR MORE LATEST TIPS MARKETING TIPS TO GROW YOUR SALES!

Asad Ali

Asad and his team have helped 100's of business owners achieve better local SEO results over the last 10 years. He's sharing free tips and tricks to get higher visibility for cannabis dispensaries because he's spoken to 100's of store owners across North America and realized not every dispensary can afford a marketing team, even though they liked the idea of a dedicated team managing their online presence. He has a passion for helping and providing value to his clients and wanted to do something for those store owners. Cannabis is a highly competitive market and standing out online could be the difference maker for your business, whether it's barely surviving or thriving, it's always a good idea to attract new faces to your stores.

Read what other people say about Asad & Prosper Media:

"we've had a great experience with Prosper Media, we've been able to compete with billion dollar companies...anyone who's looking for SEO, I highly recommend Prosper Media, they've been fantastic, they're the best of the best."

Erfan Farahdel
Chamba Cannabis Co. Owner

"probably the most important thing about Prosper Media is just their commitment to the clients success, they really show that they really cared about my companies success and it was more than just a transaction... I am very happy with the services I received compared to my past SEO team."

Marcel Wang
Cannabuds Owner

"I would highly recommend Prosper Media to any Cannabis business in the industry. Prosper Media has been a pleasure to work with, they delivered a beautiful, user friendly website for our organizations, benefiting hundreds of our members. Our organization was unable to keep up with our growth and members with our previous website. We'll be working closely with Asad and his team for our future NYCRA marketing needs."

Jayson Tantalo
VP of Operations @ NY Cannabis Retail Association

Stand Out with Proven Local SEO Strategies for Dispensaries

Want these strategies implemented to grow your sales? Explore our services and click below!

In the highly competitive cannabis industry, using effective local SEO strategies is the key to making your dispensary stand out. This **FREE e-book** is designed specifically for dispensary owners who want to increase visibility, attract more local customers, and ultimately boost sales.

At **Prosper Media**, we've tested and refined these strategies through countless rounds of research and experimentation. Every chapter is packed with actionable insights, designed to help you achieve real, measurable results. If you implement the local SEO techniques outlined in this e-book, we're confident you'll see an increase in both traffic and revenue.

GET STARTED

For more tips and tricks on SEO, visit our **Prosper Media Blog**, where we regularly share expert advice to help dispensary owners thrive in today's competitive market. Get ready to grow your business with the power of local SEO!

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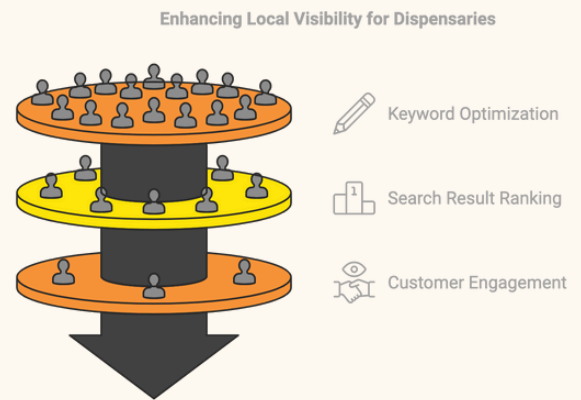
What is Local SEO for Cannabis Dispensaries?

Local SEO is an extension of organic SEO, tailored specifically to boost the visibility of small businesses that rely on a local customer base—like cannabis dispensaries. By optimizing your online presence with targeted key phrases, local SEO helps connect your dispensary to customers searching for cannabis products and services in your area.

For example, when people search for terms like "cannabis dispensary near me" or "weed store in [city]," local SEO strategies increase the chances that your dispensary appears at the top of the results. These strategies make it easier for nearby customers to find you, whether they're looking for pre-rolls, edibles, or their next go-to dispensary.

Enhancing Local Visibility for Dispensaries

Keyword Optimization

Search Result Ranking

Customer Engagement

Local Rankings for Cannabis Dispensaries

The local pack (also called the "3-pack," "snack pack," or "map pack") is the section of Google search results dedicated to local businesses. This powerful feature is triggered by search phrases like "dispensary near me" or "weed store [city]."

When someone conducts a Google search with local intent, such as "cannabis dispensary near me" or "edibles in [location]," the local pack showcases a small selection of dispensaries along with key details like their name, location, and reviews. Appearing in this section significantly increases your chances of being discovered by customers searching for cannabis in your area.

BEFORE WE BEGIN

Fundamentals

Before you start implementing a local SEO strategy, please try to understand these fundamental concepts.

1. Local SEO depends heavily on the distance from the searcher to the business
2. Local SEO results can be seen much faster than organic search results
3. If/When you start, focus on the basics before moving on to more advanced concepts. It will promise you a higher ROI.
4. The local ranking algorithm is primarily influenced by three key factors: Proximity, Prominence, and Relevance. Understanding how these factors work together can significantly improve your local search rankings.

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RESULTS

We've improved the rankings of hundreds of Google Business Profiles in the last years. Here is a case study about one of our clients, a cannabis dispensary located out of Brampton, ON, Canada. We were able to rapidly increase their Google rankings in a few months for their best keywords by applying the strategies in this book. We worked on dozens of keywords to get these results for Chamba.

Check the next page for a fast track on how we did it.
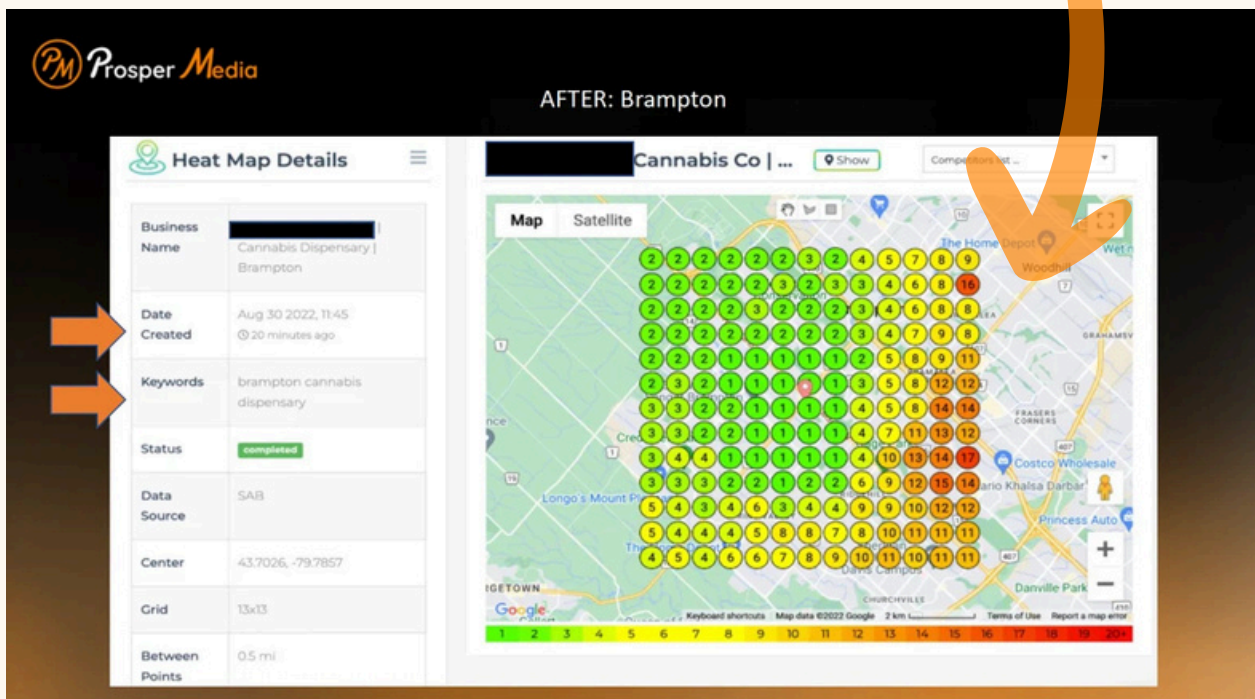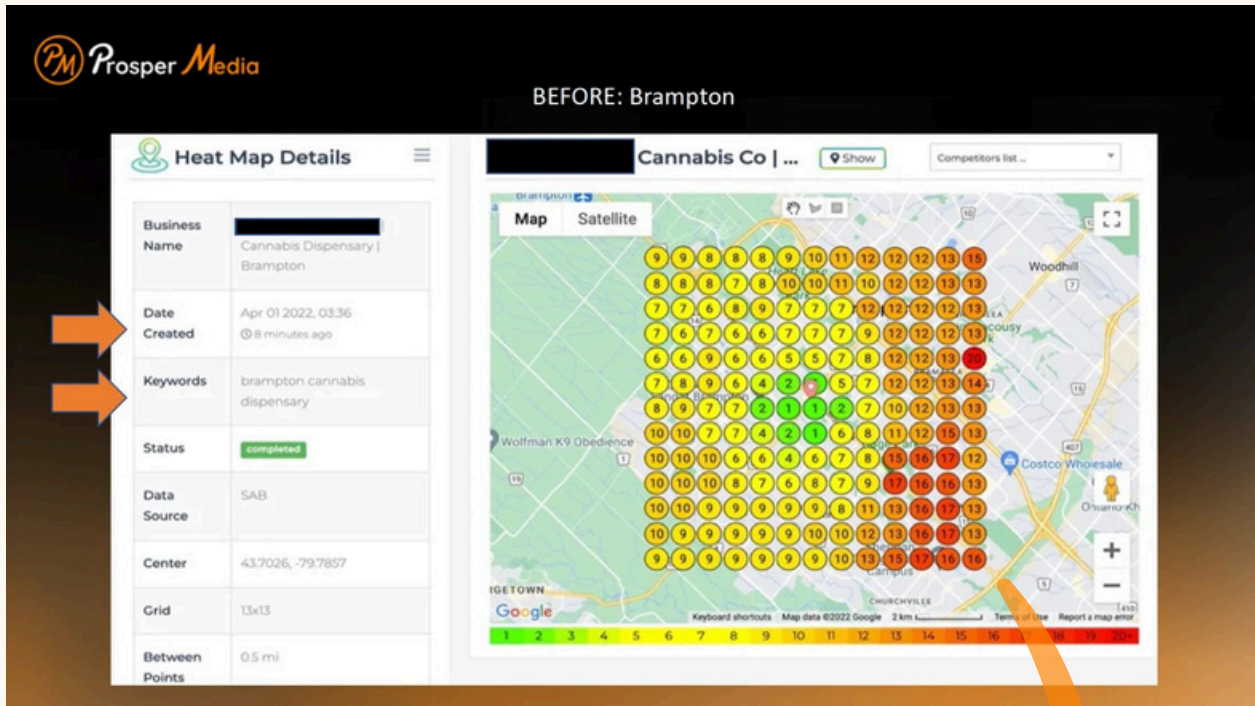
How we achieved these results – fast rack

1. Updated the Business Name:
We updated the dispensary's business name to include relevant keywords. If done correctly (following Google's guidelines), this simple change can boost search rankings and conversions significantly.

2. Selected the Right Category:
Choosing the most accurate and niche category is key for dispensaries. A targeted category not only improves search visibility but also attracts the right local audience, increasing sales. Niching down locally is a powerful strategy.

3. Choosing the most accurate Refreshed Photos:
We replaced outdated photos with high-quality, engaging visuals. Listings with appealing images attract more clicks and rank higher. Pictures of products, staff, behind-the-scenes shots, or even fun selfies can work well for dispensaries.and niche category is key for dispensaries. A targeted category not only improves search visibility but also attracts the right local audience, increasing sales. Niching down locally is a powerful strategy.
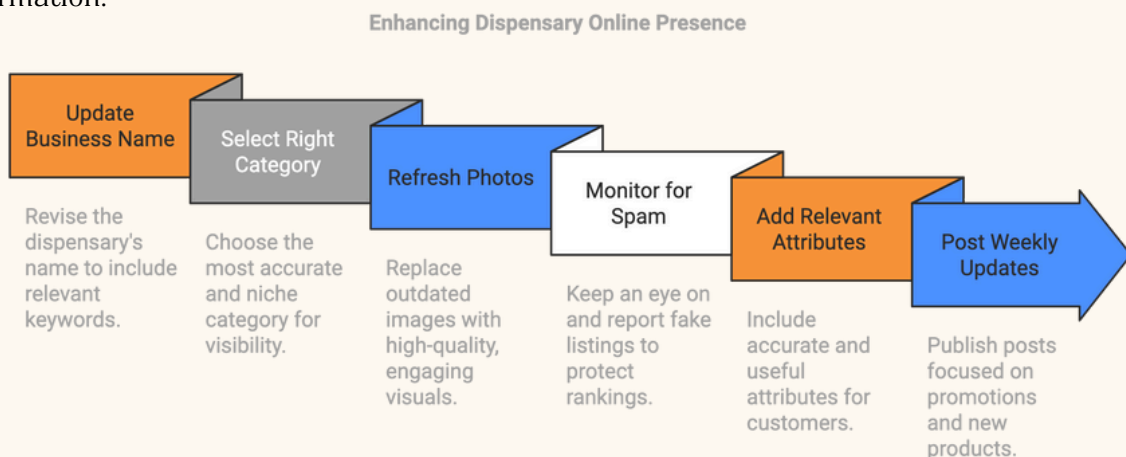
4. Monitored for Spam:
In competitive markets, fake listings can pop up regularly. By keeping an eye on spam listings and reporting them, we protected the dispensary's search rankings and ensured it kept its rightful place in search results.

5. Added Relevant Attributes:
We only added attributes that were accurate and useful for customers, such as "cash accepted" or "wheelchair accessible." Misleading attributes can lead to bad reviews, so staying honest is crucial.

6. Posted Weekly Updates:
We published weekly posts focused on bottom-of-funnel topics like promotions, exclusive offers, or new product drops. This strategy encouraged potential customers to take immediate action instead of browsing for general information.

Enhancing Dispensary Online Presence

Update Business Name	Select Right Category	Refresh Photos	Monitor for Spam	Add Relevant Attributes	Post Weekly Updates
Revise the dispensary's name to include relevant keywords.	Choose the most accurate and niche category for visibility.	Replace outdated images with high-quality, engaging visuals.	Keep an eye on and report fake listings to protect rankings.	Include accurate and useful attributes for customers.	Publish posts focused on promotions and new products.

Want these results done for you?
Click the button below!
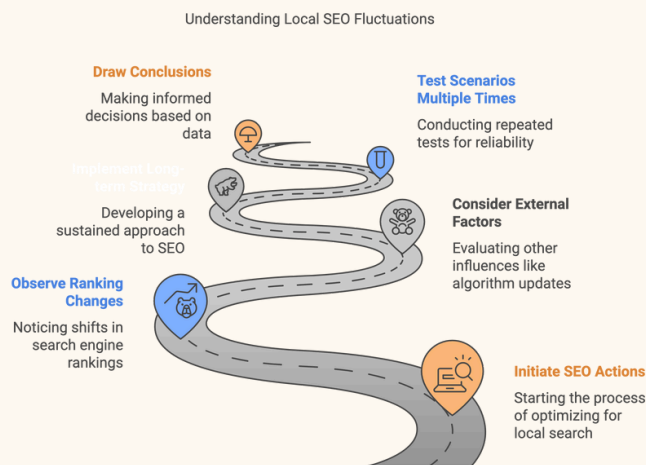
Yes, I want these results!

Ranking Fluctuations and SEO Mojo

Before diving into local SEO, it's important to understand that SEO is data-driven. This means every result can be analyzed and explained–Google's algorithm isn't a game of chance. However, due to the constant updates and changes happening daily, it can be difficult to isolate and test the exact impact of your actions.

For instance, if you add meta tags to your photos and notice your listing moves from page 5 to page 3 within a few days, it doesn't necessarily mean your actions caused the jump. Factors like algorithm updates or changes made by competitors could also be influencing your rankings.

Due to incomplete information, variance plays a significant role in SEO. The best way to overcome this is with a long-term strategy, as fluctuations are typically short-lived.

If your rankings are affected by fluctuations, it's important to stay patient. Before drawing conclusions from your data, ensure you've thoroughly tested the specific scenario multiple times. Without proper testing, you risk making unreliable assumptions, which can lead to repeated mistakes.

Understanding Local SEO Fluctuations

Draw Conclusions
Making informed decisions based on data

Test Scenarios Multiple Times
Conducting repeated tests for reliability

Implement Long-Term Strategy
Developing a sustained approach to SEO

Consider External Factors
Evaluating other influences like algorithm updates

Observe Ranking Changes
Noticing shifts in search engine rankings

Initiate SEO Actions
Starting the process of optimizing for local search

MAIN LOCAL RANKING FACTORS

Proximity is one of the most crucial factors in local SEO. When someone searches for a product or service, they typically prefer a nearby business. This makes proximity essential–businesses closer to the searcher's location are more likely to rank higher.

You can expand your ranking area by following the strategies in this book. You can also improve your ranking by opening up a new storefront or office locations in new areas where you want to rank as well.

Navigating Local SEO Success

Proximity

Business Locations

SEO Strategies

Higher Local SEO Ranking

Google determines rankings based on the searcher's location or the center of a specific city or town. For example, a local search like "cannabis dispensary Toronto" will show the "best" dispensaries nearest to the center of Toronto.

This is particularly important for desktop searches where users don't allow Google to access their location, unlike mobile searches. Every city has a defined center, and opening your store or office near the city center—and listing this address on Google—will boost your visibility when customers perform a search.

Optimizing Search Relevance
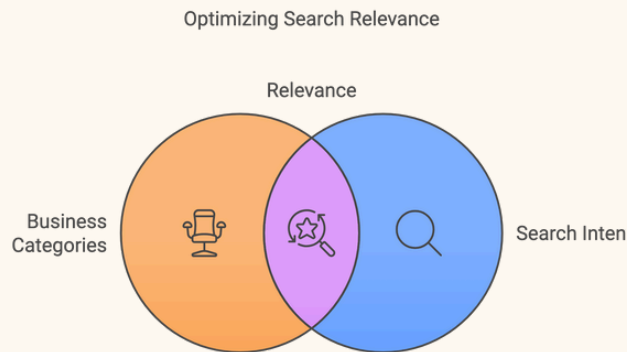
Relevance

Relevance refers to how closely a business matches the searcher's query. For instance, if you search for a hairdresser, you expect Google to show you hairdressers, not other types of businesses. Several factors influence relevance, including the category in your GBP dashboard, citations, descriptions, blog content, website content, and reviews related to specific products or services.

It's important not to underestimate search intent. Small changes in a search query can lead to significantly different results. Similarly, minor adjustments to your categories or homepage content can impact your rankings.
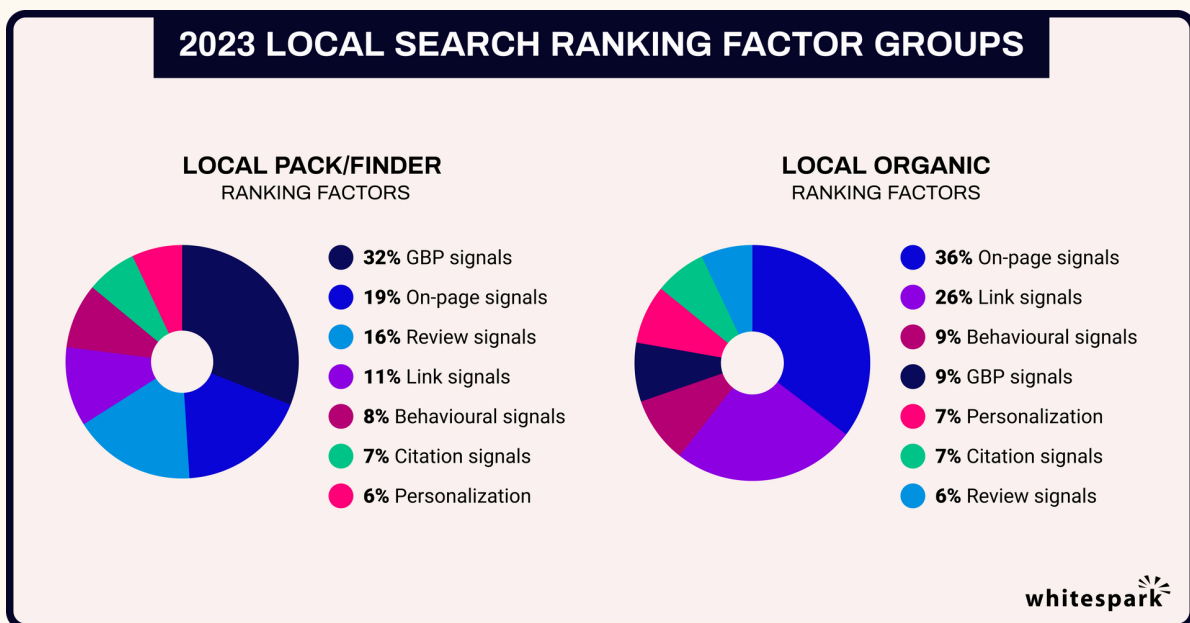
Prominence

Prominence refers to authority. If your business is well-known in the real world and people are talking about it, Google will recognize that.

You can boost prominence by getting mentions of your business across the web through citations, backlinks, press coverage, and social media. Consistent online activity also enhances prominence over time. This includes responding to reviews, regularly updating your GBP profile (with new photos or videos), and creating fresh website content and citations.

Enhancing Business Prominence Online

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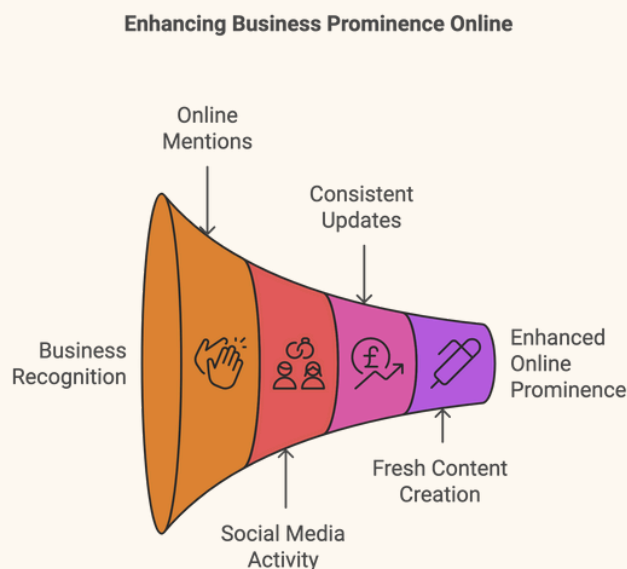
LOCAL RANKING FACTORS

1. Google Business Profile Signals (Proximity, categories, keyword in business title, etc.) **32%**

2. On-Page Signals (Presence of NAP, keywords in titles, domain authority, etc.) **19%**

3. Review Signals (Review quantity, review velocity, review diversity, etc.) **16%**

4. Link Signals (Linking domain authority, linking domain quantity, etc.) **11%**

5. Behavioral Signals (Click-through rate, mobile clicks to call, check-ins, etc.) **8%**

6. Citation Signals (Aggregator NAP consistency, citation volume, etc.) **7%**

2023 LOCAL SEARCH RANKING FACTOR GROUPS

LOCAL PACK/FINDER
RANKING FACTORS

- **32%** GBP signals
- **19%** On-page signals
- **16%** Review signals
- **11%** Link signals
- **8%** Behavioural signals
- **7%** Citation signals
- **6%** Personalization

LOCAL ORGANIC
RANKING FACTORS

- **36%** On-page signals
- **26%** Link signals
- **9%** Behavioural signals
- **9%** GBP signals
- **7%** Personalization
- **7%** Citation signals
- **6%** Review signals

whitespark

(2023 - Whitespark.ca - Yearly ranking factors for Google's local search results in 2023.)

MYTH BUSTING

🚫 **Google Ads impact local rankings** – **WRONG!**
Google Ads and SEO are separate entities, and one does not influence the other.

🚫 **Local Rankings and Organic Rankings are unrelated** – **WRONG!**
Organic rankings can have a significant impact on local rankings. If your business ranks well organically, there's a high likelihood that your local rankings will improve as well.

🚫 **Local SEO is a one-time task** – **WRONG!**
Both local SEO and organic SEO require ongoing optimization to stay ahead of your competition.

🚫 **Quick wins result in long-term rankings** – **WRONG!**
Chasing quick wins that try to trick search engines is a common mistake. SEO requires time and patience. If you rush it, you'll constantly be searching for the next sale or lead. Consistency is key to success.

🚫 **Geotagging photos for Google Business Profile boosts rankings** – **WRONG!**
Spending time on tasks like geotagging photos takes time away from more impactful activities. Google already knows what's in the images, so focusing on the quality and relevance of your content will have a much greater effect.

What are the misconceptions about local SEO and rankings?

Google Ads Impact Rankings
Incorrect belief that Google Ads affect local rankings

Local and Organic Rankings Unrelated
Misunderstanding that they do not influence each other

One-Time Local SEO Task
False notion that local SEO is a one-time effort

Quick Wins for Long-Term Rankings
Mistake of seeking immediate results

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GOOGLE BUSINESS PROFILE

Quote from: Google

> Local results favor the most relevant results for each search, and businesses with complete and accurate information are easier to match with the right searches.
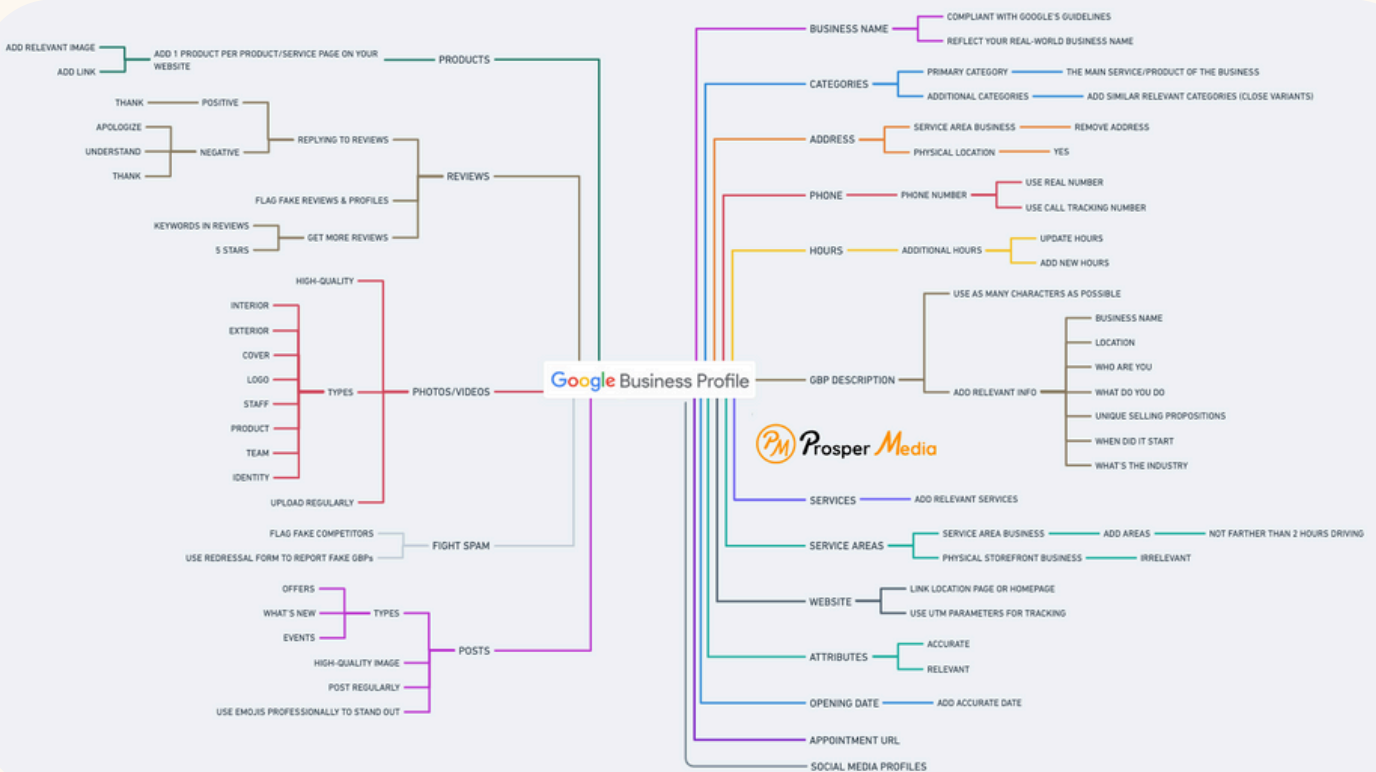
Google's Frontend

Completing your Google Business Profile is essential for SEO success and improving online visibility. The more detailed and accurate information you provide, the better Google can understand and showcase your business.

Make sure all the information is correct from the start. Providing accurate details not only boosts your visibility but also saves time by avoiding the need for corrections later.

Calls to action

Organic business website result

Google Business Profile/Knowledge Panel

Editorial location snippet

Directories and sites the business is listed on

Highlights/Attributes

Googles info about location

The image below shows and example of of the local search rankings, it consists of one ad (unless you're in a restricted space like Cannabis) and 2 to 3 Google Business Profile listings.

Each listing includes key details such as the business name, phone number, operating hours, location, and the number of reviews.

For service-area businesses (those without a physical storefront), it's important to hide your address on Google. This ensures that customers only see the service areas you cover, not your physical address. Google does this to avoid confusion and prevent customers from visiting an office instead of a storefront.

It's not just local results that are influenced by a customer's location or when they search on their phone. Organic rankings are also impacted by the searcher's geographic location.

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These are examples of business profiles via Google´s knowledge panel (a knowledge panel is another word for a Google Business Profile) on Google´s search and Google Maps. (Desktop and Mobile)

Google Search Profile on Mobile

Google Search Profile on Desktop

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CATEGORIES

Primary Category

Primary categories play a major role in your rankings. Be sure to select as many relevant categories as possible. It's crucial, however, to ensure that each category accurately reflects your business.

If you operate a service-area business, avoid choosing categories that suggest a physical storefront. For example, a mattress delivery service should not use "mattress store" as a category.

Your Primary Category should accurately represent the main service or product your business offers. Following Google's guidelines is essential to avoid penalties or suspension. Secondary categories can be used to highlight additional services or related offerings.

If you're unsure which category to select, start by researching the most lucrative search terms in your area and reviewing the categories used by your competitors. You can set your Primary Category within your Google Business Profile.

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How to Find Secondary Categories

Finding secondary categories used to be challenging, but a helpful tool called Pleper has made it much easier. Available as a Chrome extension, Pleper allows you to uncover the secondary categories your competitors are using on their Google Business Profiles. Since categories are an important ranking factor, be sure to add the most relevant ones to your GBP for optimal results.

Description

A detailed and well-crafted description of your business is incredibly valuable for potential customers. Aim for at least 700 characters to provide enough context about what your business offers. Google also uses information from across the web to assess your business's authority, making a strong, informative description even more critical.
Include relevant terms and details related to your industry and services, but avoid keyword stuffing. Focus on keeping the description natural, engaging, and aligned with what customers are searching for.

Business Name/Title

Use your actual business name without adding any extra modifiers. This is one of the most common reasons businesses face suspensions on Google Business Profiles and Maps. Competitors or customers can report your profile if it doesn't follow Google's guidelines, leading to potential suspension. Later in this guide, we'll cover how to report competitors who violate these rules. Keep in mind, though, that your business name is also one of the most significant ranking factors, so staying compliant is crucial.

Service Areas

You can specify service areas to let customers know where you offer your services. While this doesn't directly impact your rankings, it significantly enhances the user experience. For businesses that are strictly service-area-based, displaying a public service area map can be helpful, as it clarifies where you serve customers rather than just showing your business address. This is especially important if you don't provide services at a physical location.
If your business only services customers at their location, you should hide your address on Google. Instead, you'll only display your service area to the public. To hide your address, go to your Google Business Profile dashboard, click on the address field, and select "clear address" at the bottom left. This aligns with Google's guidelines, as they prefer not to send customers to an unattended storefront. Note that service areas do not influence rankings.

Hours

Always keep your hours up to date, including any special hours for holidays or events. Customers get frustrated when they check a business's hours online, only to arrive and find it closed. Make sure your hours reflect your actual operating times to avoid disappointing potential customers.
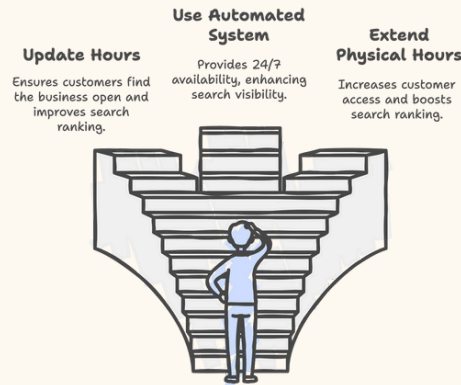
Google Business Profile Posting

Google allows you to publish posts directly on your local profile, which can help attract and convince customers to choose your business. These posts often appear within your local search listing, with key search terms highlighted in bold, boosting your visibility and click-through rate. Use this feature strategically to increase engagement on your Google Business Profile.

Stay tuned for this capability, because cannabis is a schedule 1 drug still it is not possible to use Googles posting ability. When it will be available, it will be another powerful tool to ad to your arsenal.
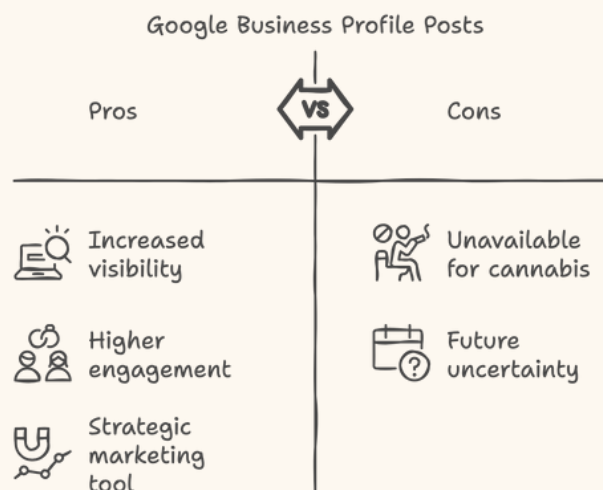
Google Business Profile Posts Tips*

Focus on the Right Stage of the Customer Journey
- Generic posts won't bring in leads. Instead, create content that gives potential customers the final nudge to visit your dispensary. Highlight customer reviews, before-and-after photos of store updates, success stories, or any other trust-building content.

Balance Your Post Types
- Use a mix of "Events," "Offers," and "Updates" to keep your audience engaged. Aim to post at least once a week, and if you're hosting an event or running a promotion, ensure it's featured in a post.

Leverage Location-Specific Content
- Target local customers by incorporating geographically relevant keywords. If your dispensary has multiple locations, tailor your posts to reflect those areas.

Optimize Image Sizes and Formats
- Use images sized at 540 x 405 pixels in JPG, PNG, or BMP formats. This ensures your images display properly without awkward cropping, maintaining a polished appearance.

Create Engaging Visuals
- Use tools like Canva to design eye-catching images. The free version provides everything you need to create professional-looking content that grabs attention.

Speak to Your Ideal Customer
- Craft posts with your perfect customer in mind. For instance, imagine starting with, "Hey, Sarah, did you know that..." and then remove "Hey, Sarah." This method ensures your tone is personal and approachable, aligning with your target audience's preferences.

Keep Content Relevant
- Your posts should reflect your dispensary, the cannabis industry, and your local area. Include relevant keywords naturally to boost your visibility and connection with the audience.

Always Include a Call-to-Action (CTA)
- Tell your audience what to do next—whether it's visiting your store, checking out a new product, or taking advantage of a sale. Without a clear CTA, potential customers are less likely to take action.

Analyze Engagement Trends
- Pay attention to which post topics generate the most interaction and create more content around those themes to maximize engagement.

Enhancing Google Business Profile Posts

Call-to-Action Inclusion · Customer Journey Stages · Content Relevance · Post Type Balance · Ideal Customer Targeting · Location-Specific Content · Engaging Visuals · Image Optimization

*I know we said you can't post on your Google business profile as of yet, but Donald J. Trump is in office and he may deschedule the plant, effectively letting it be treated as any other business in the eyes of Google and Meta.

Frequently Asked Questions

Make sure your Google Business Profile addresses all frequently asked questions (FAQs) relevant to your dispensary. If no questions have been submitted, take the initiative to add some yourself and provide accurate, helpful answers. Focus on the questions customers commonly ask to save time and enhance user experience. For a professional touch, use an external account to post the questions and then respond to them directly through your business profile.
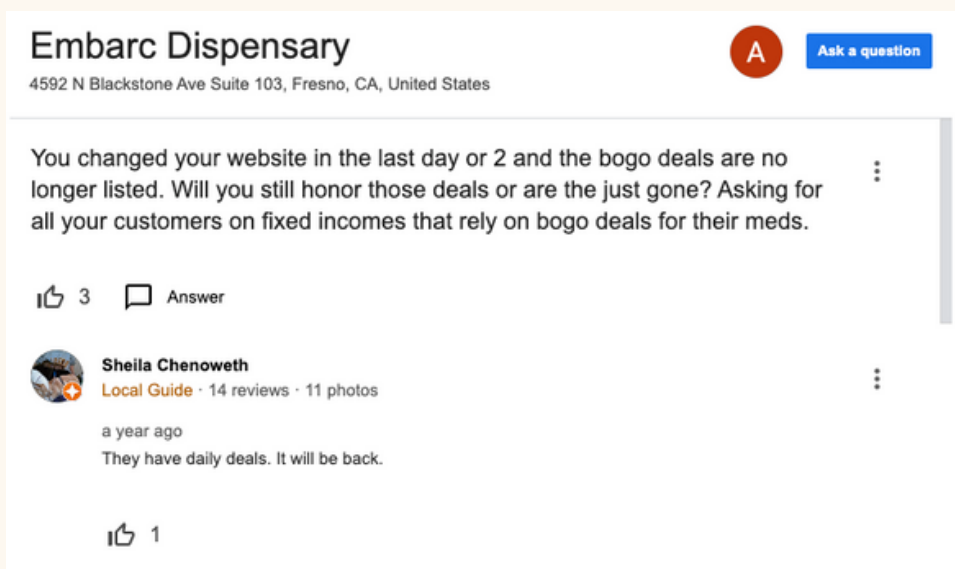
Business Logo, Photos and Videos

Boost customer engagement by sharing high-quality photos and videos that showcase your business. Be sure to include your business logo and a compelling cover image to strengthen brand recognition. Regular updates signal to Google that your business is active, so aim to upload fresh images or videos at least once a month to maintain visibility and relevance. the questions and then respond to them directly through your business profile.
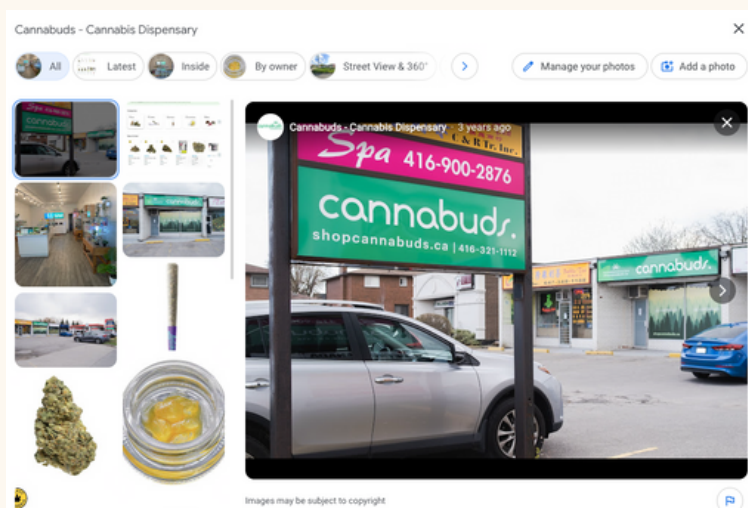
Services

Adding services to your Google Business Profile can significantly impact your local search rankings. We've observed notable improvements in "near me" keyword rankings simply by including services. Ensure you add relevant and specific custom services to maximize your ranking potential.

Service Tip

Enhance your Google Business Profile by adding emojis to relevant services. This helps your listing stand out in local search results, especially under the "provides" justifications section. Emojis can draw attention and make your services more noticeable, but this strategy is better suited for service-based businesses rather than product-based ones like retail stores.
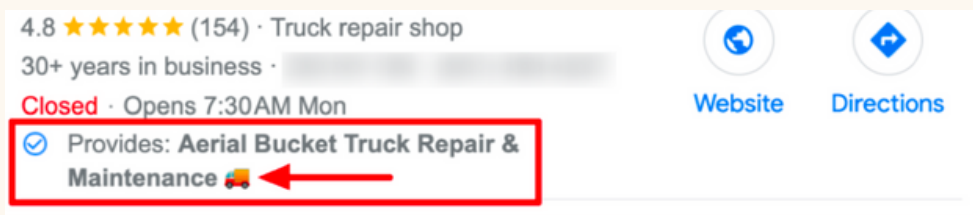
Products

Including products in your Google Business Profile boosts your business's relevance in your local area while pre-qualifying customers with pricing details. Aim for accuracy so customers know exactly what to expect when they contact you.
Both "Services" and "Products" enhance the appeal of your profile. Images of your offerings will be displayed directly on your listing, allowing potential customers to quickly view them upon clicking.
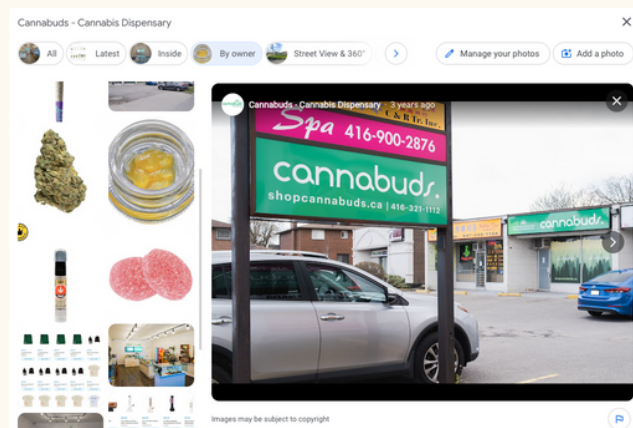
Be creative, as cannabis is still federally illegal, Google and Meta make certain aspects harder for us to take advantage of.

JUSTIFICATIONS*

Justifications in local search are small snippets displayed alongside your business listing. While you can't control their appearance, they can significantly boost click-through rates. There's typically 7 justifications but we'll focus on 5 that help cannabis stores the most.

These justifications enhance visibility by capturing attention, which could indirectly influence rankings through increased engagement. However, they don't appear to have a direct impact on ranking positions.

*these may or may not be available depending on what stage of the legalization/descheduling process we are at when you read this, valuable information nonetheless.

5 Justification Types (for Cannabis Stores)

1. Review Justifications (Blue Avatar Icon)
Review justifications are generated when relevant keywords appear in the reviews on your Google Business Profile. While you can't control these directly, you can encourage your customers to include specific keywords in their reviews to improve the chances of triggering them.

The Dental Method - Dallas
5.0 ★★★★★ (160) · Dentist
5757 W Lovers Ln #109 · (214) 227-6775
Closed · Opens 8AM
👤 "West lovers **dental** is hands down the **best dentist** I've ever had."
Website   Directions
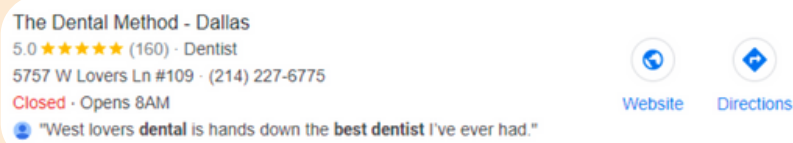
2. Website Mentions (Blue Globe Icon)
Website mentions appear when keywords from your Google Business Profile-linked website match relevant search terms. You can influence this type of justification by crafting content that incorporates these important keywords strategically.

Midtown Family Dentistry of Dallas
5.0 ★★★★★ (593) · Dentist
13309 Montfort Dr · (469) 290-0609
Closed · Opens 11AM
🌐 Their website mentions **dentist reviews**
Website   Directions
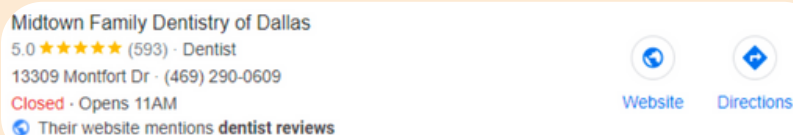
3. Provides (Blue Checkmark Icon)

This type of justification is sourced from the services listed in your Google Business Profile. To maximize its potential, ensure you include all relevant and accurate services your business offers.
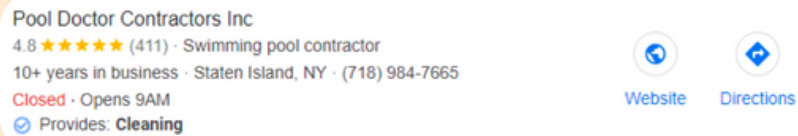
4. In-Stock (Blue Checkmark Icon)

This type of justification appears when someone searches for a specific product your business offers. To enable this feature, you'll need to integrate a third-party app with your Google Business Profile.
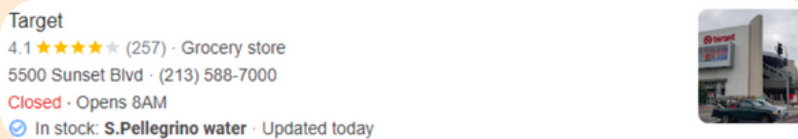
5. Sold Here (Blue Shopping Bag Icon)

These justifications are likely activated by relevant keywords found in your reviews, Google Business Profile, website, or external mentions about your business. They indicate that a specific product a customer is searching for has been sold at your store.
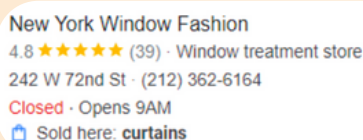
How Good Reviews Benefit Your Business

1. Boosts Click-Through Rates (CTR):
Positive reviews on your Google Business Profile can significantly improve your CTR. More clicks mean more potential customers exploring your website or business information. If your profile boasts 5-star reviews while competitors only have 4, you're more likely to get the call.

2. Builds Social Proof:
Reviews establish trust and credibility for your business. This "social proof" reassures potential customers that others have had positive experiences, making them more likely to choose your business. Displaying a solid collection of glowing reviews on your website can further enhance customer trust and drive conversions.

3. Influences Local Search Rankings:
Reviews are a contributing factor in Google's local search algorithm. While their impact may be limited in highly competitive markets, having better reviews than your competitors could give you an edge.

4. Keywords in Reviews Matter:
Reviews containing relevant keywords can positively affect your rankings for those terms, helping you show up for more specific customer searches.

Unveiling the Power of Positive Reviews

Boosts Click-Through Rates

Builds Social Proof

Positive Reviews

Influences Local Search Rankings

Keywords in Reviews Matter

24
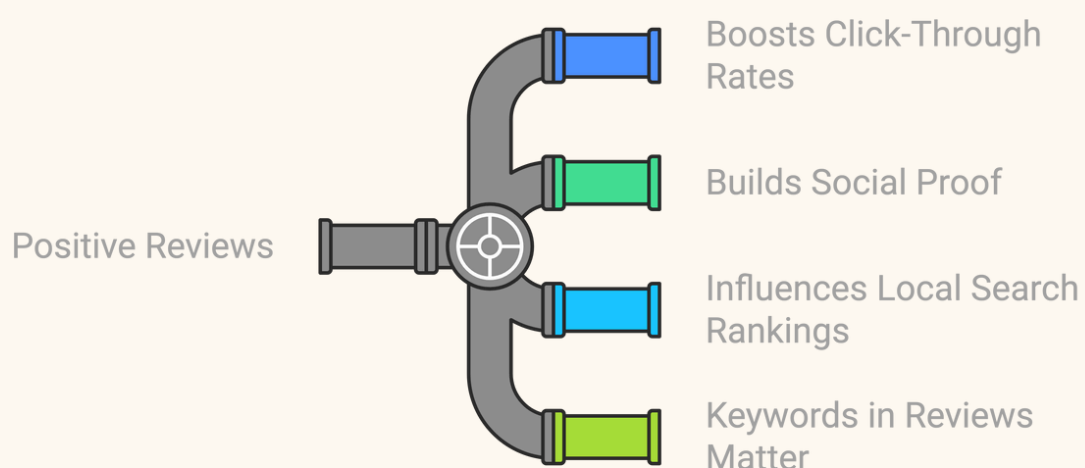
How to Respond to Reviews

Respond Quickly:

Aim to reply to customer reviews within 24 hours. Prompt responses show customers you value their feedback and enhance their experience with your business, increasing the likelihood of positive reviews and repeat business.

Personalize Your Responses:

Avoid using generic, copy-paste templates. Instead, take the time to craft thoughtful and personalized replies. This not only fosters customer loyalty but also boosts the chances of customers sharing their great experience with others.

Match the Length of the Review:

If a customer writes a lengthy review, don't respond with a simple "thank you." They've invested time in sharing detailed feedback, so reciprocate with a meaningful response. It shows you genuinely value their input.

Keep the Focus on the Customer:

Avoid turning your response into a sales pitch. Instead, center your reply on the customer's experience. This makes the interaction feel authentic and reinforces trust in your brand.

Leverage Customer Content for SEO:

Encourage customers to leave detailed reviews with relevant keywords about your business. The more specific and high-quality the reviews, the better your chances of improving your local search rankings.

Respond Quickly
Shows customers their feedback is valued and enhances their experience.

Personalize Responses
Fosters customer loyalty and encourages positive word-of-mouth.

Match Review Length
Demonstrates genuine appreciation for detailed feedback.

Focus on Customer
Reinforces trust by avoiding sales pitches.

How to effectively respond to customer reviews?

25
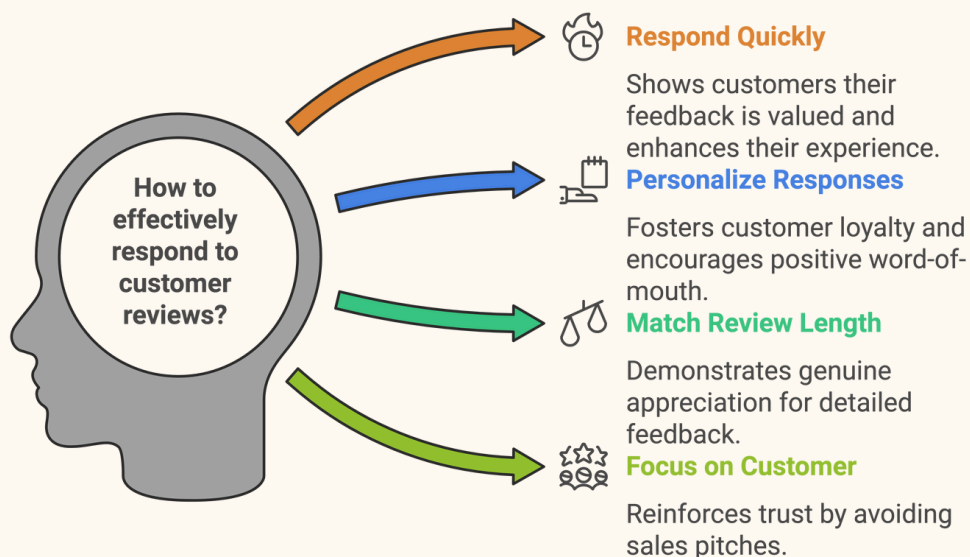
How to Handle Negative Reviews:

- **Acknowledge the Issue:** Show that you've read and understood the customer's concern.
- **Express Gratitude:** Always start by thanking the customer for their feedback, even if it's negative.
- **Offer an Apology:** Apologize sincerely, even if you believe the customer may be mistaken.
- **Provide Compensation (If Appropriate):** Offer a solution or compensation to rectify the situation, if necessary.
- **Move the Conversation Offline:** Share your contact details and encourage the customer to reach out directly to resolve the issue privately.
- **Avoid Requesting Review Removal:** Never ask a customer to delete their review; it can escalate the problem further.

Effective Negative Review Management

- Gratitude
- Apology
- Compensation
- Move Offline
- Resolution
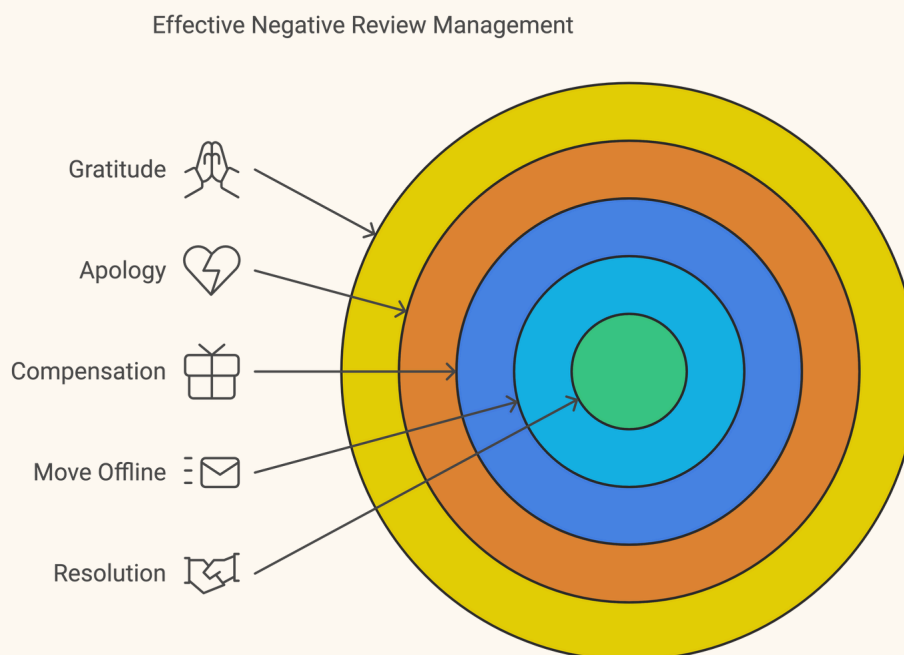
How to Remove Negative Reviews

Before diving into the process, it's important to understand that **only Google** or the original reviewer can remove reviews. Be cautious of anyone offering guaranteed review removals—it's often a scam. These individuals may even leave additional fake negative reviews, claiming they can later remove them for payment. Avoid these traps at all costs.

Here's a simple **3-step process** to address and potentially remove negative reviews:

1. Respond to the Review:

- Reply politely, highlighting that you have no record of the reviewer if the review seems fake.
- Avoid discussing specific details, as acknowledging the review could reduce your chances of having it removed.
- Keep your response professional to avoid further conflict.

2. Flag the Review:

- Click the three-dot icon (or similar) next to the review and select "Report Review."
- Choose a single, clear reason for the report. Be concise and specific so the reviewer handling your case understands the issue.
- Note: Reviews reported by multiple users have a higher chance of being removed. You can seek community support for reporting in forums like Hypetrix under the spam section.

3. Contact Google Directly: https://support.google.com/business/workflow/9945796

- After completing the first two steps, reach out to Google to explain why the review violates their guidelines.
- Use Google's official review removal page for this purpose: Google Review Removals.

By following these steps, you can improve your chances of addressing and potentially removing harmful reviews effectively.

Process to Address Negative Reviews

Identify Negative Review   Respond to Review   Flag the Review   Contact Google

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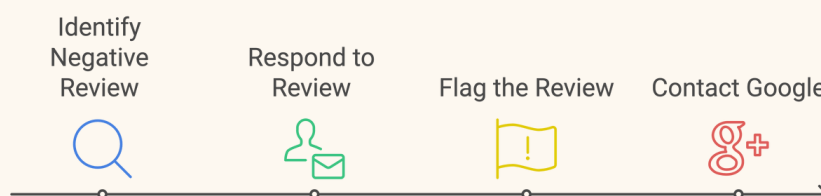
How to Add Social Buttons to Your Google Business Profile (GBP)

1. **Edit Your Profile:**
   - Log in to your Google Business Profile and click the Edit Profile icon in the top-left corner.

2. **Navigate to the Contact Section:**
   - In the pop-up window, select the Contact tab at the top or scroll down until you reach the contact section.

3. **Add Your Social Media Profiles:**
   - Within the contact section, you'll see a field where you can input the URLs for your social media accounts. Currently, only major platforms like Facebook, LinkedIn, and Instagram are supported.
   - Be sure to use the accurate URLs for your profiles. Incorrect links may result in your changes being rejected.

Adding social media buttons helps build trust with customers and signals to Google that your business is credible and active.
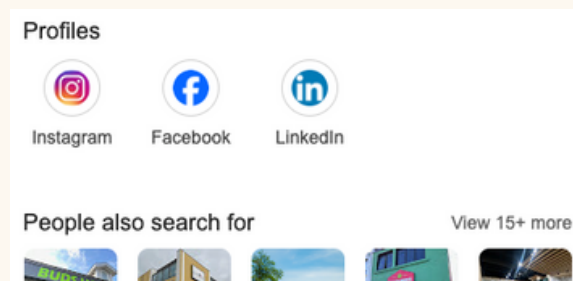
Maximize Your Google Business Profile Performance

A fully completed Google Business Profile delivers the best results. Don't overlook any features, even those that might seem minor–they all contribute to increasing engagement with potential customers.

Check out this free and comprehensive Google Business Profile checklist for additional insights. It will help you better understand each feature and how to optimize them for maximum impact.

Yes, I want the checklist!

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CITATIONS

NAP – Name, Address, Phone

In local SEO, citations play a key role in boosting your business's visibility in search results. A citation, often referred to as a NAP, is any mention of your business online that includes its **Name, Address,** and **Phone number.**

Citations are incredibly beneficial. The more consistent and accurate NAPs you have across the web, the more Google trusts your business information. This increased confidence from Google can positively impact your local search rankings, making it easier for potential customers to find you.

Create NAP Citations → Ensure Consistency → Build Trust with Google → Improve Local Search Rankings → Customers Find Business
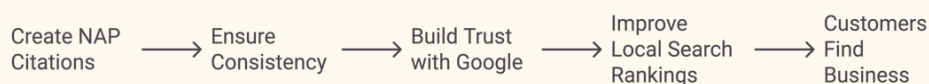
The Two Types of Citations

Structured Citations

Structured citations are commonly found on online directories and review sites like TripAdvisor or Yelp. They typically include specific details about your business, such as your name, address, phone number, and sometimes additional information like hours of operation or services offered. These citations are important because they help search engines verify your business's legitimacy and improve local search rankings.

Unstructured Citations

Unstructured citations refer to mentions of your business across various platforms, such as social media, blogs, event listings, or news articles. These citations can range from a simple mention of your business name to a detailed write-up on a website. Unlike structured citations, unstructured ones typically don't include your business's NAP (Name, Address, Phone number) information. Despite this, unstructured citations still play a key role in boosting your local search rankings by increasing your online presence and authority.

Consistency is Key

For a citation to be effective, it doesn't necessarily need to include a link to your website. When your business is mentioned online, Google recognizes this and adds credibility to your business. However, citations with direct links to your website hold more weight than those without. Still, don't overlook citations without links—they can still positively influence your local search rankings.

That being said, accuracy is critical. A citation with incorrect information will do little to boost your credibility with Google or help your rankings. Ensuring that your NAP (Name, Address, Phone number) details are accurate across the web is vital for strong local SEO. While Google can understand minor variations, such as "Dr" instead of "Drive," it's essential that at least two of the three NAP elements are consistent to ensure Google accurately identifies your business.

Enhancing Local SEO through Effective Citations

Citation Accuracy

Google Credibility

Consistent NAP Details

Business Mentions

Boosting Local SEO
with Effective
Citations

Minor Variations

Citation Weight

No Links

Direct Links

Link Presence
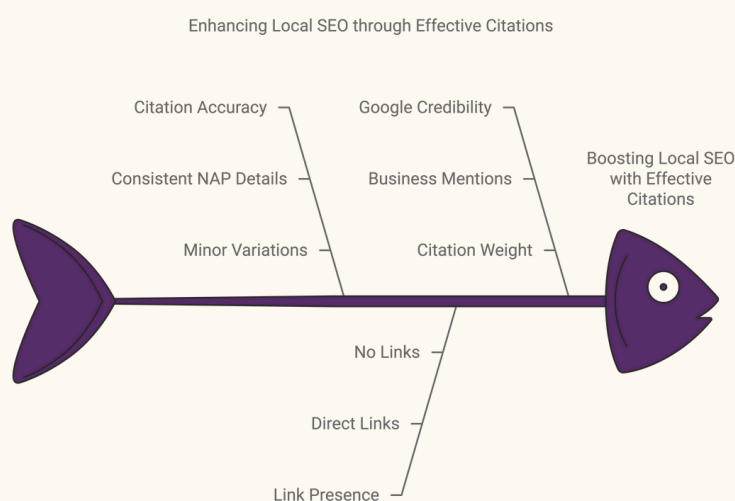
Local Directories

Look for local directories and websites where you can list your business within your area. Try searching for terms like "Business Directory + [Your Town/City]" or explore .gov or .edu sites by replacing your town's name in the URL (e.g., "www.town.gov"). You can also check out competitor listings and explore the search results to uncover more opportunities.

Niche & Industry-Related Websites

Don't forget to list your business in the major industry-specific directories. Platforms like BrightLocal offer a wealth of targeted citation recommendations for free with their 14-day trial. You can also analyze your competitors' citations to uncover new opportunities for your own.

International Sites

There are also several popular international directories where you can place your NAP citation, such as industry-specific business directories and general listings. These can further help build your business's credibility and local rankings.

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A few popular international sites that work as business directories or sites where you can place your NAP citation.

- **Apple Maps**
- **Bing**

- **Yelp**
- **Yellow Pages**

- **Facebook**
- **Google**

- **Youtube**
- **Foursquare**

Data Aggregators

Data aggregators are key players in ensuring your business gets listed and found on major websites. They serve as essential sources of information for search engines like Google. By maintaining accurate and complete business listings through data aggregators, you can significantly improve your visibility in search results.

These aggregators compile massive databases from a variety of trusted sources, such as yellow page directories, phone books, utility records, and online information providers. Their vast repositories of business data are frequently referenced by search engines when verifying local listing information, making them an invaluable resource for enhancing your online presence.

Enhancing Online Visibility

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Indexing Citations

Indexing your citations is a crucial step in boosting your local rankings. When Google identifies websites that mention your business and link back to your site, it can positively influence your search engine performance.

There are several methods to index citations effectively. One of the most reliable techniques is creating a list of citation links on a secondary website that isn't critical to your business. Avoid adding citation links directly to your primary website, as it could harm your site's authority and equity.

Once you've created this list, follow these steps:

1. Use Google Search Console:
- Add the secondary website as a new property.
- Submit the page containing your citation links for indexing by clicking "request indexing."

2. Be Patient:
- Indexing can take a few days as Google processes and crawls the new page. Without this step, it might take months for your citations to impact local rankings.

Alternatively, you can explore third-party indexing services. Simply search online for reputable options. While many users report success with such services, personal recommendations are limited as their effectiveness can vary.

Steps to Boost Local Rankings

Be Patient
Wait for Google to process the indexing request.

Request Indexing
Submit the citation page for indexing.

Add to Search Console
Add the secondary website as a new property in Google Search Console.

Create Citation List
Compile a list of citation links on a secondary website.

32
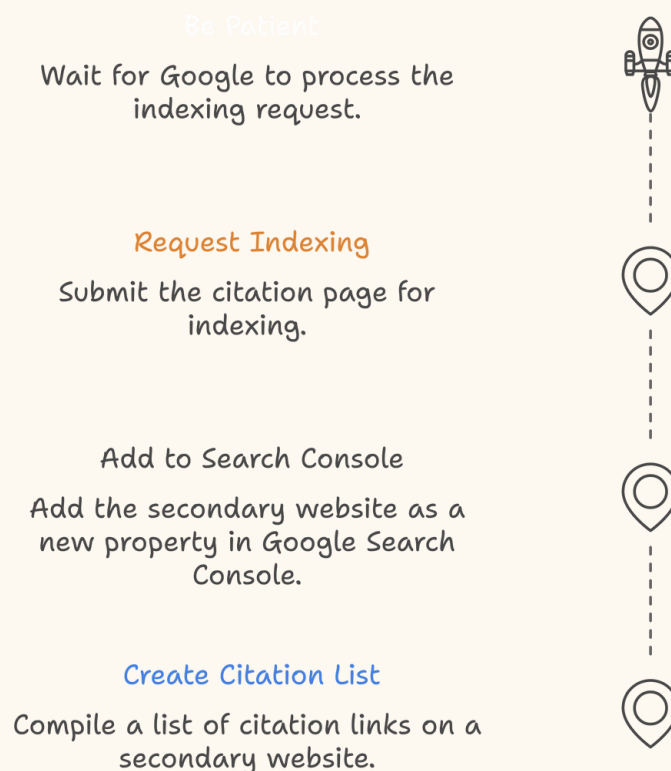
Backlinks

Backlinks are a cornerstone of local off-page SEO strategies and one of the most influential ranking factors. A local or industry-related backlink is a hyperlink from another local or niche-related website that directs users to your site. These backlinks act as endorsements, signaling to search engines that your website holds value within your local area or industry.
The more high-quality and relevant websites that link to your page, the greater your online reputation and authority become. This, in turn, boosts your visibility in local search results.

To build local or industry-specific backlinks, explore opportunities such as:

- Partnering with local businesses for cross-promotion.
- Listing your website on industry-related directories.
- Guest blogging on websites relevant to your niche.
- Engaging with community-focused websites or forums.

The quality and relevance of backlinks matter more than sheer quantity, so focus on earning links from trusted, authoritative sources in your area or industry.

Strategies for Local Engagement

Local News Sites

High Authority Sites

Local Businesses

Educational/Governmental Sites

Community Events

Enhanced Local Visibility

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11 Effective Ways to Build Backlinks for Your Local Business

1. **Connect with Local Businesses and Influencers**

Build relationships with other local businesses or influencers by reaching out through their most active platforms. Engaging with them increases visibility and the likelihood of collaboration, leading to valuable backlinks.

2**. Publish Research-Worthy Content**

Create posts that are informative and sharable, such as "How-To" guides or "Top 10" lists with location-specific keywords (e.g., "How to Clean a Car in Chicago"). Share these on your social channels to boost reach and encourage others to link back to your content.

3. **Sponsor Local Organizations or Charities**

Sponsorships are a great way to establish authority and goodwill in your community. This can lead to organic recommendations and backlinks from people and businesses.

4. **Write Hyper-Local Content**

Share stories or create posts relevant to your area. Even off-topic content, as long as it resonates with your audience, can generate interest and links.

5. **Leverage Brand Mentions**

Monitor where your business is mentioned online, engage with those discussions, and request backlinks. Regularly search for mentions of your brand to spot opportunities.

By implementing these strategies, your local business can build a strong backlink profile, boosting both visibility and credibility in your community and industry.

Building a Strong Backlink Profile

Connect with Locals

Publish Content

Sponsor Organizations

Write Hyper-Local

Leverage Mentions

11 Effective Ways to Build Backlinks for Your Local Business - Continued

6. Give Interviews to Local News Outlets

Reach out to local news sites or newspapers to pitch interview ideas. Many smaller publications are always looking for fresh stories, and this can result in valuable backlinks.

7. Provide Testimonials

Offer testimonials to other local businesses. This goodwill gesture often leads to a backlink in return, thanks to the reciprocity principle.

8. Submit to Online Directories

Many business directories provide "do-follow" backlinks when you list your business, and even "no-follow" links can carry some value.

9. Use Social Profiles and Posts

Add your website link to all of your social media profiles and include it in posts to drive traffic and earn backlinks.

10. Engage in Guest Blogging

Write guest posts for local or industry-specific websites, including links back to your own site. This establishes your expertise and builds authority.

11. Try the Broken Link Strategy

Identify broken links on competitor sites using tools like Ahrefs, then suggest replacing them with links to your content. This is a mutually beneficial strategy that helps both parties.

By implementing these strategies, your local business can build a strong backlink profile, boosting both visibility and credibility in your community and industry.

Building a Strong Backlink Profile

Local Interviews — Provide Testimonials — Online Directories — Social Media Links — Guest Blogging — Broken Link Strategy

Keyword Research: The Foundation of Local SEO

Keywords are the bridge between potential customers and your business. When people search for specific services, products, or businesses, they use particular phrases or terms. To ensure your website or online presence appears prominently, you need to optimize for these relevant keywords. This includes targeting:

1. **Local Search Results (Local 3-Pack)** – The top three local listings displayed on Google.
2. **Organic Search Rankings** – Traditional search results beneath paid ads and the local 3-pack.
3. **Google Maps Listings** – Where people often go for location-based searches.

How to Conduct Effective Local Keyword Research

Google's Free Tools:

Use Google's Keyword Planner, a free and powerful tool for finding relevant keywords and understanding their search volume. Pair it with Google Ads to refine your keyword strategy and target high-value terms.

AI Assistance:

Tools like ChatGPT or Gemini by Google can generate keyword ideas or provide additional insights. However, remember that these tools aren't always perfectly accurate. Always apply your expertise and judgment to validate their suggestions.

By investing time in keyword research, you'll ensure your business appears where customers are searching, increasing visibility and driving valuable traffic.

Local SEO Keyword Strategy

Maps Listings

Organic Rankings

Local Search

Keyword Research

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Using Google Keyword Planner: A Quick Guide

- Access Google Ads:

Go to <u>ads.google.com</u> and log in. Click on Tools & Settings in the top-right corner of the page.

- Discover New Keywords:

Select the "Discover new keywords" option from the menu.

- Enter Your Keywords:

Input a keyword or phrase relevant to your business.

- Refine Your Location:

Set the location filter to target a specific area, such as a 20-mile radius around your business.

- Get Your Results:

Click "Get Results" to see a list of keyword ideas along with search volumes and competition levels. This process provides valuable insights to help you target the right audience in your local area.
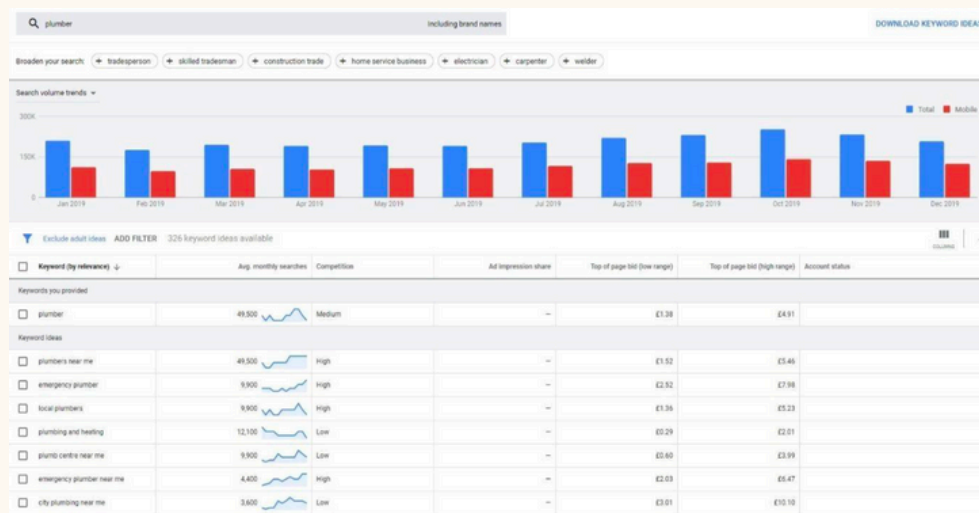
Because Cannabis is still federally scheduled as a class I drug, it will be hard to do accurate keyword research, the best bet is to look at Google search recommendations and also see what keywords your competitors are targeting.

Strategic Keyword Research Approaches

Effective Keyword Strategy

Google Search Recommendations

Competitor Keyword Analysis

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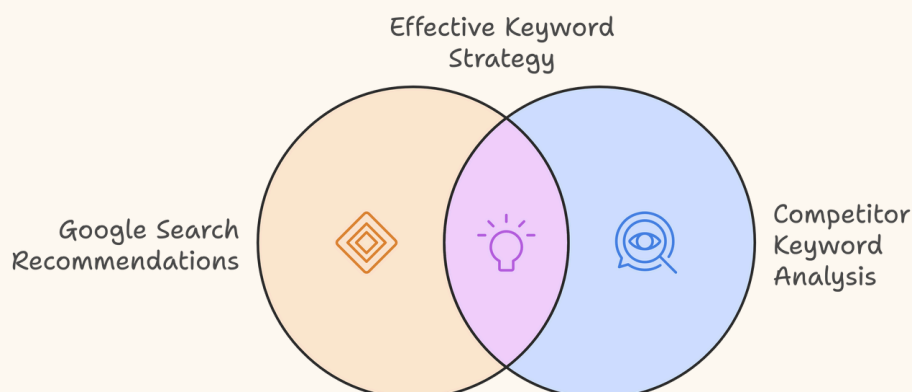
Maximizing Keyword Research: Competitor Insights and Buyer Intent

Leverage the **"landing page"** field in Google Keyword Planner by adding your competitors' websites. This allows you to uncover the keywords they're targeting, which you can adapt and use for your own site.

Focus on **keywords relevant to your business** with a strong buyer intent, as these are more likely to convert into sales or leads.

For competitive markets, prioritize **long-tail keywords** (specific phrases) over short-tail keywords (broad terms). While long-tail keywords may have lower search volume, they're easier to rank for and typically attract users with a higher buyer intent. Short-tail keywords, being more generic, often result in lower conversion rates.

By identifying multiple long-tail keywords, you can capture a cumulative increase in search volume, driving more qualified traffic and potential customers to your business.

Try to search for keywords that are conneted to local words. For Cannabis this might look like

- ✅ Cannabis near me

- ✅ Dispensary near me

- ✅ New york dispensary

These are often the most profitable keywords with a solid amount of search volume. Possible profitable long-tail keywords may include

- ✅ Best cannabis store near me

- ✅ best cannabis dispensary New York

- ✅ New york cannabis delivery

Adjectives can be incredibly influential because they align with how people search for services. For example, some may be looking for a "cheap" plumber, while others prioritize finding the "best" plumber. It's your job to understand how your local audience thinks and what matters most to them.

Take the time to step into your customers' shoes and analyze their needs. Once you understand their mindset, not only will your marketing efforts become more effective, but your sales process will also feel more seamless and intuitive.

Yes, I know you can't run ads for your cannabis store just yet. That could change in 2025 and if it does, you'll be glad you're prepared and ahead of the pack!

Mastering Google Ads is one of the most valuable skills an SEO expert can acquire. It not only equips you with the ability to run effective ad and remarketing campaigns but also offers deep insights into keyword performance and the dynamics of testing.

With Google Ads, you can experiment with a variety of keywords, gaining a clearer understanding of what works best for your audience. This hands-on approach to testing and data analysis is invaluable for refining your SEO strategy and maximizing results.

How to Conduct Keyword Research with Google Ads:

1. Create a new campaign in your Google Ads account.
2. Select "Website traffic" as your campaign goal.
3. Choose "Search" as the campaign type.
4. Enter your business website URL and click continue.
5. Click on "Advanced Search" and select the "Radius" option (15-20 miles from your business).
6. Enter your business address and click save.
7. Under "Targeting," choose "People in or regularly in your targeted locations."
8. Set a daily budget (starting with $10 or more, depending on your preference).
9. Select "Clicks" in the bidding strategy field.
10. Save your settings and continue to the next steps.

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2 Options

Option 1: You're unfamiliar with the area and common search phrases. You only have a main service/product/business keyword.

Solution: Simply enter your main keyword into the search field, and Google will show you a list of related search terms. This will give you an overview of what people are searching for around that topic.

Option 2: You know some keywords but want to find the most popular ones to maximize profitability.

Solution: For example, if you run an HVAC business in Chicago, you could try searching for:
- +HVAC
- +HVAV +Chicago

This will return search terms that either include "HVAC" or "HVAC" combined with "Chicago," allowing you to identify high-volume keywords relevant to your business and location.

1. Set up an ad campaign. While the ad content doesn't need to be perfect for this purpose, aim for relevance to your business. The goal here is to gather keyword data, not to focus on optimizing for clicks or conversions.
2. Let the campaign run for as long as needed to collect sufficient data. Once you've gathered enough insights, analyze the results to identify the best keywords to incorporate into your website for maximum impact.

This method may not be the most cost-effective way to gather data, but it's undoubtedly one of the most reliable. That's what makes Google Ads such a powerful tool—I absolutely love using it for this purpose!

Google Suggest / Autocomplete

 Just type a keyword into Google, and it will automatically show related searches based on what other users are searching for. This is one of the simplest ways to discover popular keywords. For instance, typing in "plumber in my area" or "plumber in Chicago" can give you great insights into relevant local keywords.

Local Site Optimization

Local page optimization focuses on tailoring your website to meet the needs of small, local businesses. Prioritizing area-specific and industry-related content is essential. Customers often look for information about your business, the industry, or the local area, and your site should deliver exactly that.

To meet customer expectations, provide answers to the questions they're searching for. A great way to uncover these potential questions or issues is by reviewing the Q&A sections on your competitors' Google Business Profiles (GBPs). This straightforward yet effective strategy can help you create engaging, relevant content that resonates with your audience.

On-Page Optimization

Ensure your title tag, meta description, URL, and the opening section of your content prominently feature your business name and primary category or industry. This is essential because the title tag and meta description are what users see in search results, directly influencing their decision to click.

A well-optimized title and description can significantly boost your click-through rate (CTR)—a critical but often overlooked metric in SEO. Higher CTRs not only drive traffic but also signal to search engines that your content is valuable and relevant, potentially improving your rankings.

Title Tag

Incorporate your business name, city, and state abbreviation into your title tag for maximum local relevance. Be sure to include these elements in your meta description, headlines, and body copy as well. Adding extra relevant keywords can further enhance your visibility, especially for local businesses where competition is often less intense.

For better readability and emphasis, consider capitalizing the main words in your title tag. However, always double-check for spelling errors to avoid mishaps that can undermine your professionalism.
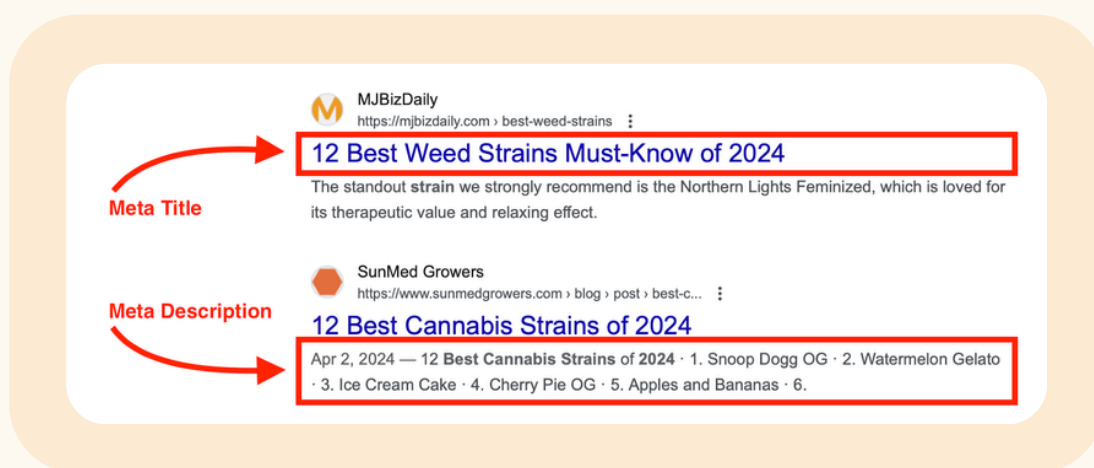
Headlines

Each page on your website should feature only one H1 headline. Make it specific and concise, summarizing the page's content in a single compelling sentence. Avoid generic or filler headlines. Instead, craft headlines that spark curiosity and promise value. For example, rather than writing "Best Plumbing Service in New Jersey," consider something like, "Discover the Plumbing Company That Does More for New Jersey Homes." This approach teases a unique benefit, encouraging customers to explore further.

Meta Descriptions

Engaging meta descriptions can significantly boost click-through rates. While they don't directly impact rankings, they are crucial for attracting visitors. Write descriptions that resonate with your audience, avoiding keyword stuffing and bland language. Always include a call to action to inspire action, such as "Contact us today for a free consultation!" Make it enticing enough to stand out in search results.

Quick Tips

1. Title Tag: Add your target keyword to the title tag, ideally placing it at the beginning if it fits naturally.

2. H1 Headline: Use your keyword in the main H1 headline that summarizes the page's content, similar to the title tag.

3. First Paragraph: Include the keyword within the first paragraph. Aim for a paragraph no longer than five lines or sentences.

4. Headings and Subheadings: Use the keyword in additional headings and subheadings while ensuring the content remains engaging and easy to read.

SEO Keyword Integration
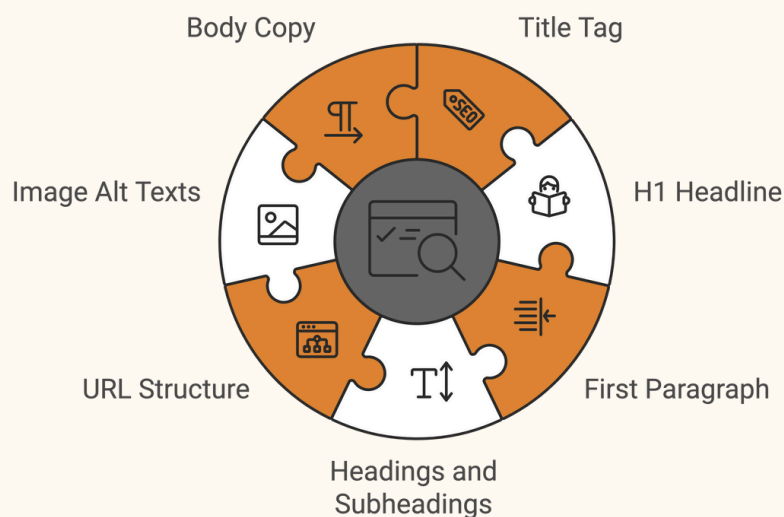
5. URL Structure: Add the keyword to the URL and keep it short, clean, and relevant.

6. Image Alt Texts: Incorporate the keyword in the alt text of your images, especially in the first image on the page.

7. Images and Alt Texts: Use multiple images on the page and ensure all images have appropriate alt text for accessibility and SEO.

8. Body Copy: Include the keyword naturally throughout your body text. There's no exact keyword density to aim for, but ensure it flows well within the content.

Sitemap

To ensure Google crawls all the essential pages on your website, you need an XML sitemap. Without it, some pages might not be discovered, especially if they lack internal links pointing to them. An XML sitemap acts as a roadmap of your website, helping Google locate, crawl, and better understand its structure.

If you're using WordPress, consider plugins like Google XML Sitemaps or the built-in sitemap features of popular SEO plugins like Yoast or RankMath. These tools simplify the process and ensure your sitemap stays up to date.

Enhancing Website Visibility

XML Sitemap
Internal Links
SEO Plugins
Effective Website Crawling
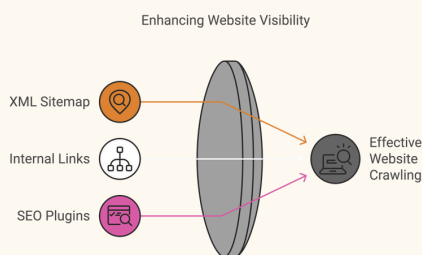
Site Speed

Most customers won't wait around for a slow website to load—if it takes too long, they'll leave immediately. This not only affects user experience but can also hurt your rankings.

Google uses metrics like dwell time to gauge the quality of a website. The longer visitors stay and engage with your content, the more likely Google will view your site as high-quality and relevant.

To check your site's performance, use tools like Google PageSpeed Insights and the Experience Test in Google Search Console. These tools provide valuable insights and recommendations to improve load times and overall site speed.

Customers abandon sites, harming user experience and search rankings.
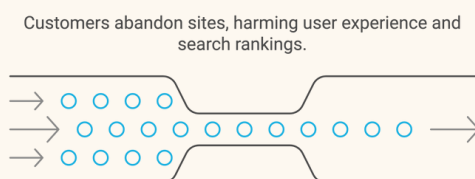
Website / URL Structure

If you operate multiple locations, it's crucial to use separate URLs for each one and organize them within an SEO silo. This approach not only helps with local optimization but also allows for easy expansion as your business grows. By structuring your website this way, you won't have to overhaul your entire site every time you open a new location. This makes it easier to maintain a consistent, SEO-friendly structure across your entire business.

Multiple Locations → Separate URLs → SEO Silo Structure → Local Optimization / Easy Expansion → Consistent SEO-Friendly Structure

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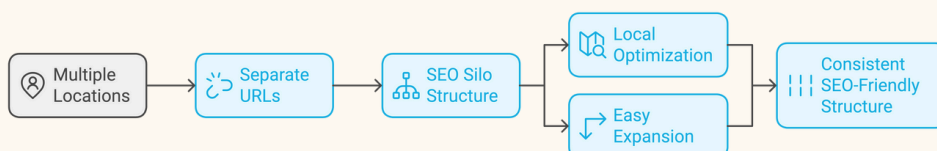
Avoid using redundant terms in your URL. For example, if your domain already contains the word "plumbing," there's no need to repeat it in the path (e.g., "plumbing.com/services/plumbing"). Instead, use relevant keywords that benefit your visitors. While this may not negatively impact your SEO as long as you avoid excessive keyword usage, it's important to keep URLs concise. It's also advisable to limit your URL structure to no more than three levels deep.

A good URL structure follows an organized format like a local SEO silo. In this method, the homepage or location page serves as the parent page, linking to key areas like product pages, service areas, and services. Make sure you plan your site's architecture before implementation. Additionally, use an effective internal linking strategy to ensure Google can crawl all your important pages.

Website Architecture
example of a local website silo
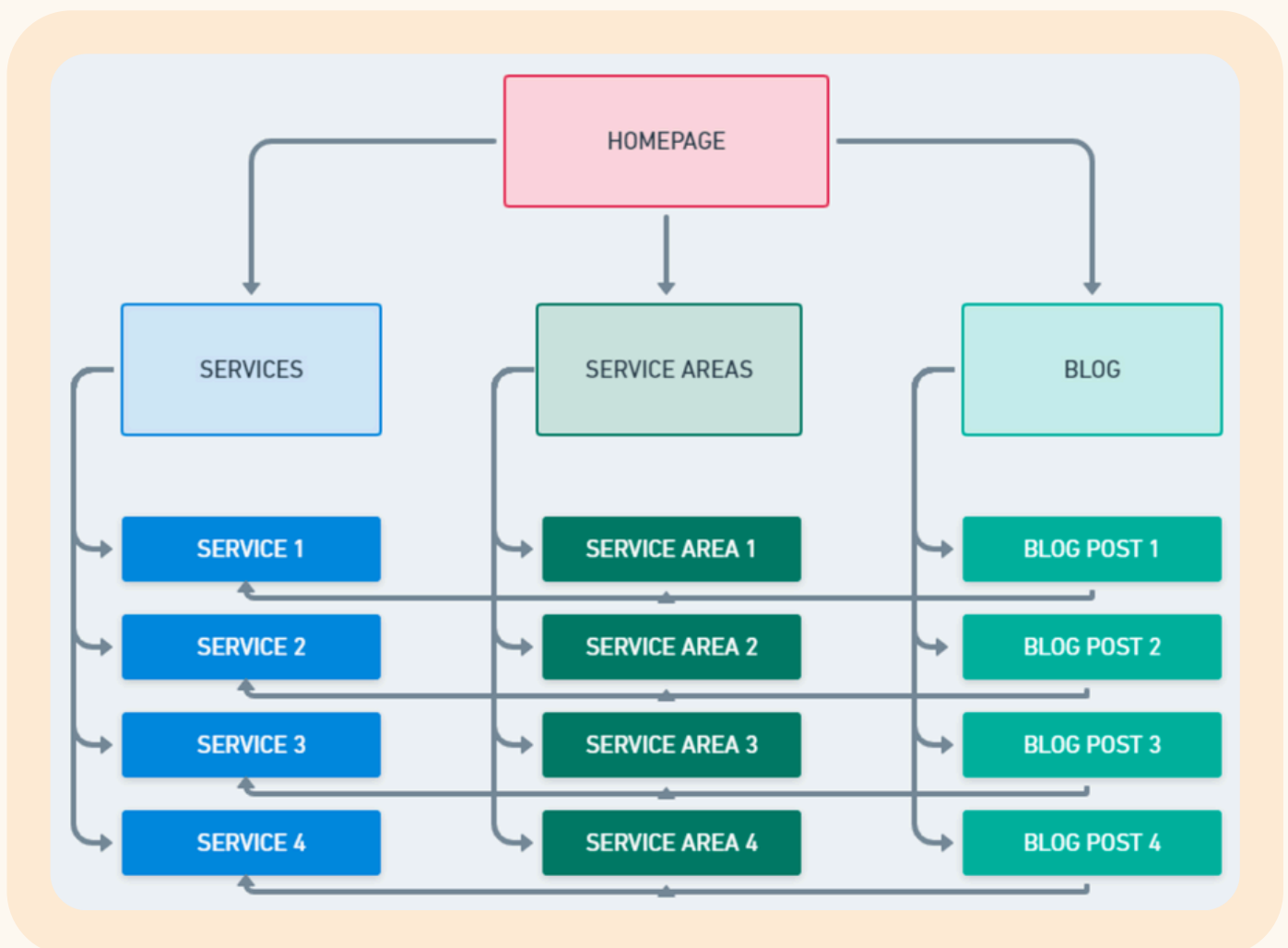
Service Area Pages / Location Pages

A service area page provides key information about your business and targets a specific geographic location where you want to rank organically. These pages typically include details about the area, its landmarks, and how your business serves that region. For example, a page like "Dragon Plumbing Staten Island, NY" can help you rank for searches like "plumbing company Staten Island," even if your physical location is outside the area.

To optimize these pages, include relevant local keywords and geographical references. The structure of these pages should highlight both your service offerings and the specific area you want to rank for, giving users confidence that your business serves their location. Here's a typical setup for a service area page:

- Title: [Business Name] [Service] in [Target Location]
- Content: A detailed description of the services offered in that location, along with local references and keywords.
- Local SEO Elements: Include maps, customer testimonials, and local business citations to strengthen the page's relevance.

✅ **https://www.herokacannabis.com/delivery-areas/staten-island-ny**

✅ **Title: Fastest Cannabis delivery in Staten Island NY | Hero Kannabis**

✅ **Headline: Hero Kannabis Staten Islan, NY**

This strategy is highly effective in areas with less competition. It's a good idea to examine the search results for specific keywords before creating any content. If you notice that many of the results don't align well with the search query, this indicates lower competition.

Note: There's no one-size-fits-all URL structure, but it's best to keep it simple with no more than three directory paths, such as: domain /path1/path2/path3. You can use terms like "locations" instead of "service-areas" for a hub page that displays all of your service areas or locations.

LOCATION SPECIFIC KEYWORDS

Location-specific keywords are phrases tailored to a particular area or geographic region. These keywords help optimize content for a specific city or neighborhood, improving local search visibility. For example, if you run a restaurant in New York City, you might use terms like "New York City restaurant," "NYC breakfast spot," or "Brooklyn eatery" to attract local diners. These keywords can be incorporated into your website content, blog posts, social media updates, and other digital materials to boost your site's visibility in local search results. Make sure to keep at least 40% of the page content unique to avoid any issues with duplicate content.

Location-specific keywords can be used in a variety of places on your website, including:

- ✅ **Title tags and meta descriptions**
- ✅ **H1 and H2 tags**
- ✅ **Anchor text of your website's links**
- ✅ **Image file names and alt text**
- ✅ **URL structure**
- ✅ **Header tags**
- ✅ **Subheadings**
- ✅ **Body copy**
- ✅ **Bullet points**
- ✅ **Call-to-action buttons**
- ✅ **FAQ**

Identify Business Location → Select Relevant Keywords → Incorporate Keywords into Content → Improve Local Search Visibility → Ensure Unique Content? → Yes: Boost Search Results / No: Revise Content

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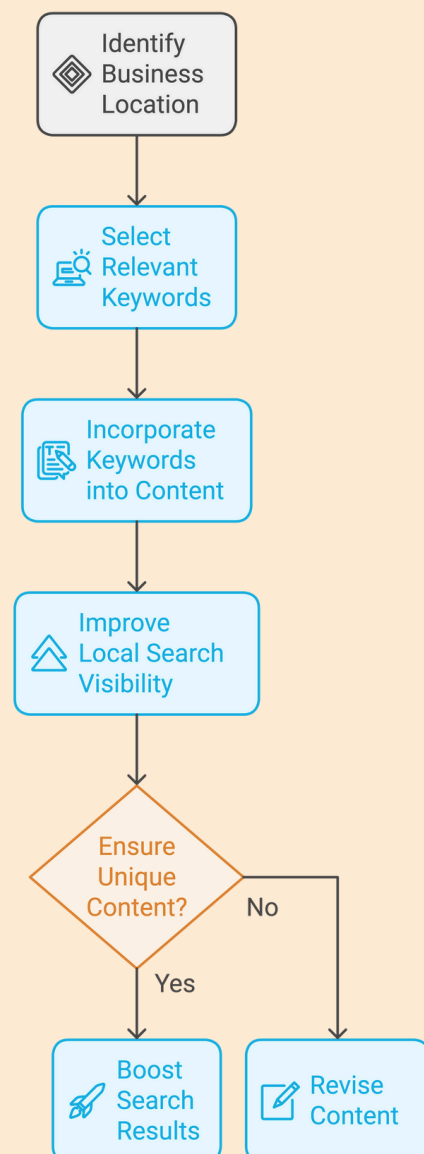
Internal Linking

A well-structured internal linking strategy within a local SEO silo is critical for success. Unlike external backlinks or outbound links, internal links can be used more aggressively as long as they remain relevant.

Relevance is key. Internal links must connect content that shares a logical connection. Both the source content and destination page should align with the visitor's intent. Additionally, the surrounding text should support the anchor text (link text) and relate to the target page for better user experience and SEO value.

To maximize impact, use blog content strategically to drive traffic to your subcategory or service pages. If applicable, link blog articles to provide additional insights or trending information for local visitors. This creates a seamless connection between your blog, service pages, and parent pages (like a location page or homepage).

Remember, the more internal links pointing to a specific page, the more important and relevant it appears to Google. On the flip side, the more outbound links a page has, the less value each link carries. A strong internal linking strategy can transform a well-optimized page into a top-performing one.

Internal Linking Strategy

Link Quantity

Increases page importance by boosting internal links.

Relevance

Ensures links connect logically and align with visitor intent.

Strategic Blog Use

Utilizes blog content to drive traffic to key pages.

Location Page Features

The following list consists of a few general content ideas that most customers will find interesting:

1. Business name, address, phone number (NAP)

2. Opening Hours

3. Images about interior, exterior, staff, local area

4. An embedded promotion video

5. An embedded map

6. Services that you offer

7. Parking info

8. If you're running a service area business (SAB) you could tell your customers about the areas where you can serve them

9. Why your customers should choose your business over others?! (Unique selling proposition -USP)

10. A background story of the location/business 11. Manual driving directions + parking overview

Essential Location Page Elements

NAP Information — Essential contact details

Opening Hours — Business availability times

Images — Visual representation of the business

Promotion Video — Engaging video content

Embedded Map — Location navigation tool

Services Offered — List of services provided

Parking Info — Parking availability details

Service Areas — Areas covered by services

General Website Content Ideas for a Local Business

1. FAQ-page

2. Before and after results (photos/videos)

3. Article about a local project

4. Myths about misconceptions in your industry 5. Top 10 list

6. Case Study / Client success story

7. Statistics

8. Best [services] in [area] articles.

9. Describe your typical day

10. Step by step procedure/description

11. Lessons learned from years in business

12. How to Start a business like this

13. Behind the scenes article

14. Pros and cons of whatever you're doing

15. Publish funny or horror stories

Content Ideas for Local Business Engagement

Case Studies
Details successful client interactions

FAQ Page
Provides answers to common customer inquiries

Top 10 Lists
Curates best offerings or tips

Before and After Results
Showcases transformations and success stories

Industry Myths
Debunks common misconceptions in the industry

Local Project Articles
Highlights community involvement and projects

Schema Markup (Structured Data)

Schema markup is a type of code (semantic vocabulary) you can add to your website to provide search engines with detailed information about your content. It acts as a guide, helping search engines understand and present your website's data more effectively in search results.

This tool can significantly enhance your site's visibility by offering search engines clear insights into the nature of your business. There are schema types available for various purposes, including local businesses, articles, social profiles, blog posts, products, and services. Implementing the right schema markup ensures your website delivers precise information to users and search engines alike, improving relevance and potentially boosting rankings.

Types of local business data that can be marked up:

- Business name
- Address
- Phone number
- Main email address
- Business opening hours
- Geo-location information

- Reviews
- Company logo
- Business description
- Social profile links
- Site name

Local Business Data Markup

Company Logo
The visual emblem representing the business.

Business Name
The official name of the business for identification.

Reviews
Customer feedback and ratings about the business.

Address
The physical location of the business.

Geo-location
The precise geographical coordinates of the business.

Phone Number
The primary contact number for customer inquiries.

Opening Hours
The schedule of when the business is open.

Email Address
The main email for business communication.

Guidelines for Proper Use

Accuracy is Key: Ensure the data provided does not mislead or deceive search users.

Use Specific Schema Types: Apply the most relevant and precise types and properties as defined by schema.org.

**Visible Content Only:** Mark up content that is clearly visible on the page where the schema script is implemented.

Great plugins for Wordpress are "WP SEO SCHEMA" or "Rank Math" as your all-round SEO plugin.

Content Optimization

Map Embeds

Integrating a Google Map of your business location or service area into your website enhances the user experience for visitors.

- **Single Location:** If you operate from one location, consider embedding the map in your website's footer for easy access.
- **Multiple Locations:** For businesses with multiple locations, add a map to each individual location page.
- **Service Area Businesses:** Instead of displaying your physical address, highlight your service area on the map. You can create a custom service area map using Google My Maps for better relevance.
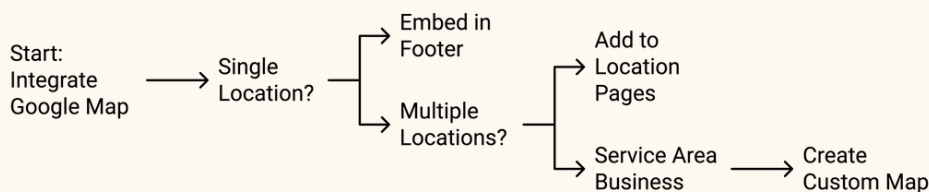
Calls to Action (CTAs)

A call to action (CTA) is a prompt designed to encourage an immediate response from your audience. It's a critical component of any marketing strategy, guiding potential customers toward taking the next step. CTAs are often placed on web pages, at the end of sales pitches, or woven throughout marketing content to inspire action.

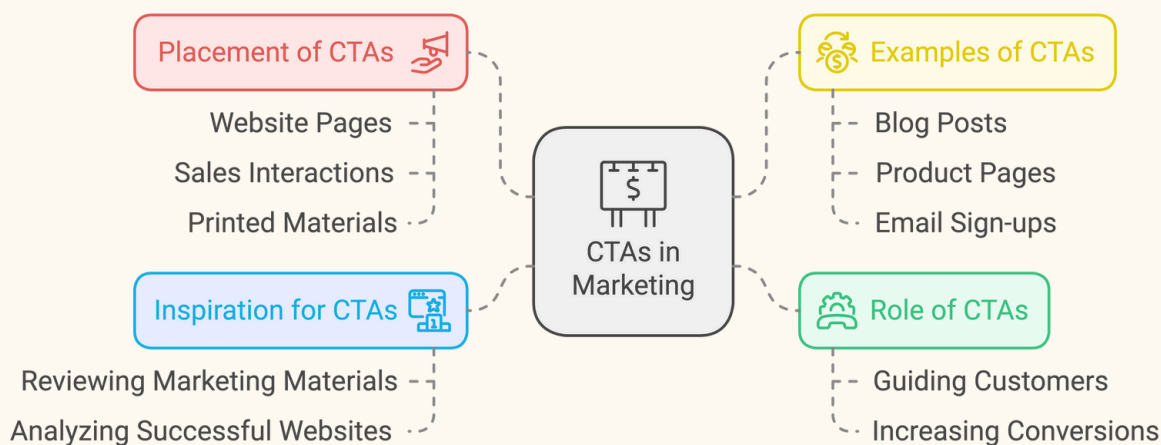CTAs are essential for letting customers know how to proceed if they're interested in your offerings. However, many new business owners fail to include CTAs in their marketing efforts, typically for one of two reasons:

1. A belief that the prospect already knows what to do if they're interested in buying or learning more
2. Concerns that CTAs are obnoxious and will annoy the potential client/customer

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Leaving CTAs out of your marketing can cost you both prospects and revenue. CTAs play a vital role in guiding potential customers to the next step in the sales process. Never assume that people will instinctively know what action to take after engaging with your ad or content. A clear, direct CTA significantly increases the likelihood of achieving your desired outcome.

Every page on your website, every sales interaction, and all printed materials should feature a well-defined and prominent call to action. For example, if you're a blogger, include a CTA at the end of each post directing readers to a related article, your product page, an affiliate product, or an email sign-up form.

If you need inspiration, review marketing materials and websites from established businesses to see how they craft effective CTAs that drive results.

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┌─────────────────────────┐                          ┌─────────────────────────┐
│  Placement of CTAs   📢  │                          │  📇 Examples of CTAs    │
└─────────────────────────┘                          └─────────────────────────┘
       Website Pages  ──┐                                ┌── Blog Posts
       Sales Interactions ──┐        ┌──────────┐        ┌── Product Pages
       Printed Materials ──┘         │   📋 $    │        └── Email Sign-ups
                                     │  CTAs in │
┌─────────────────────────┐         │ Marketing│        ┌─────────────────────────┐
│  Inspiration for CTAs 🖥 │         └──────────┘        │  ⚙ Role of CTAs         │
└─────────────────────────┘                             └─────────────────────────┘
  Reviewing Marketing Materials ──┐                        ┌── Guiding Customers
  Analyzing Successful Websites ──┘                        └── Increasing Conversions
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Reviews and Testimonials

Showcasing glowing reviews and testimonials is a powerful way to build trust and credibility with your audience. Highlight standout testimonials at the top of your page where they're impossible to miss. To enhance authenticity, include real names and photos of your reviewers whenever possible. This not only boosts credibility but also adds relevant content to your website.

Strategically place reviews on high-priority pages, such as your service pages, to increase trust in your offerings. Testimonials on these pages reassure potential customers about the quality and reliability of your services.

Reviews also foster customer loyalty. Someone who takes the time to leave a positive review about your brand or product is more likely to become a repeat customer. By featuring their feedback prominently, you strengthen their connection to your business and encourage future engagement.

Manual Driving Directions And Parking Information For Storefront Businesses

Manual driving directions can help your customers understand where your business is located. It also helps Google to understand that you're a local business. Try to add as many local indications to your driving directions as possible. Things like nearby roads, important buildings, and close local brands are very powerful indicators. These indicators help you to increase local ranking positions. If you don't know about your local area, create a direction from a desired area to your business and use Google´s manual directions.
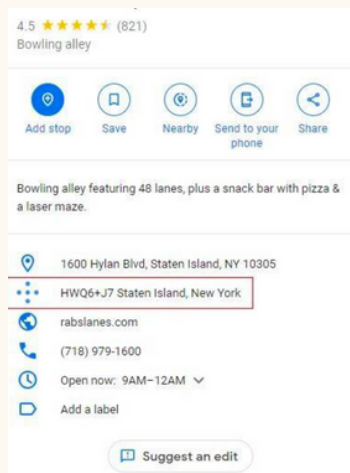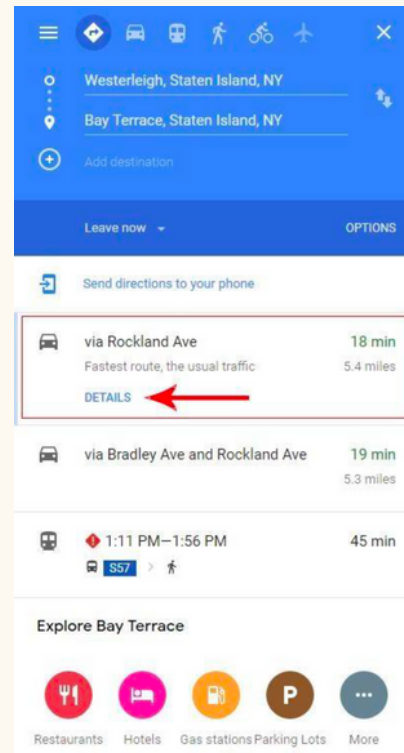
Google Plus Codes

Plus codes function as digital addresses, serving as an alternative when a standard street address isn't available. They allow you to find or share specific locations on Google Maps, such as your home or business, with ease.

Direction Button

If your business has a physical storefront or operates as a mix of storefront and service area, include at least one direction button on your website. Link it to your business's Google Maps URL to enhance user experience and strengthen local relevance. For service area-only businesses, avoid using a direction button. Instead, display the address without sensitive details and include a note like, "We operate without a physical office."

Review Buttons

Make it easy for customers to leave reviews by adding review buttons to your website. You can generate a "Leave a Review" URL directly from your Google Business Profile dashboard. To create a review link, claim a short name for your business. Alternatively, you can use tools like a Review Link Generator to simplify the process. These buttons encourage feedback and help build your online reputation.
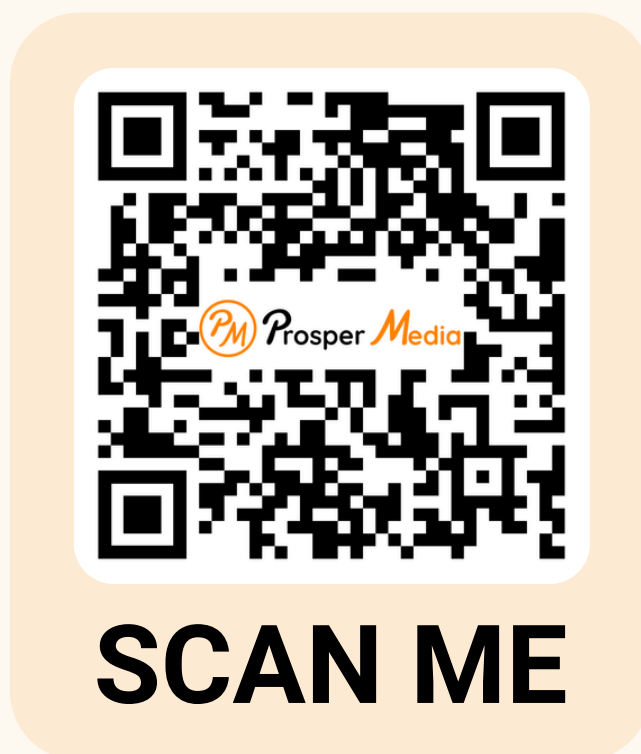
QR Codes

QR codes are a convenient tool to encourage customer interaction and engagement. You can use them to direct customers to specific content, such as a review page or promotional offers. For instance, you could add a QR code to your website or printed materials, prompting customers to scan and leave a review with ease.

Like this:

If you like the Local Cannabis SEO Bible, please leave a review on our Google Business Profile.

You can either click this link or scan the QR code.

SCAN ME

Get your own QR Code here: https://www.qrcode-monkey.com/

YouTube Video Embed

Embedding a YouTube video on your website can boost visitor engagement and increase dwell time, offering added value to your audience. To embed a video, use the "embed" option located below the video on YouTube. While embedding doesn't directly influence search rankings, it enhances user experience, encourages interaction, and can act as a valuable citation or backlink source for your site.
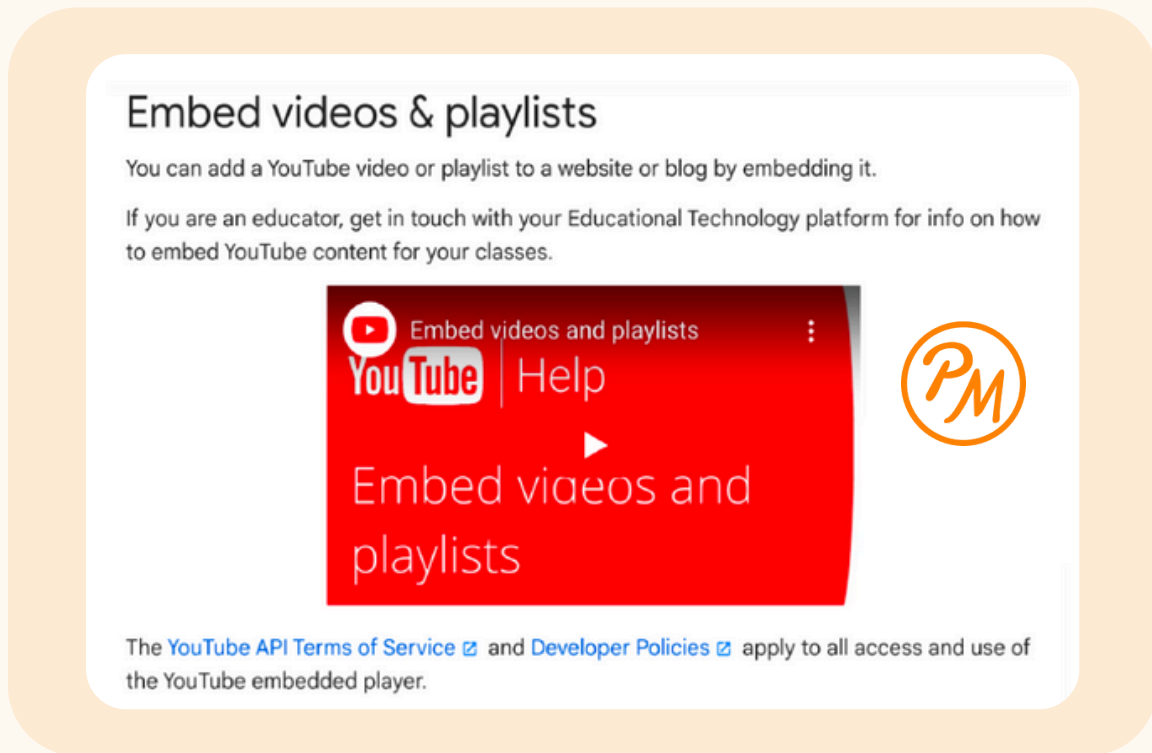
Optimizing YouTube Videos

1. Create an Eye-Catching Thumbnail

Design a visually appealing cover or thumbnail to attract clicks and set your video apart from others.

2. Craft a Descriptive Title

Treat the video title like a website page title or an H1 headline. You can reuse titles from your homepage or location pages for consistency and SEO benefits.

3. Enhance the Video Description

Include a detailed business description along with your NAP (Name, Address, Phone number). Add your website URL, contact details, and links to your social media profiles for additional engagement opportunities.

4. Set Your Business Location

After uploading the video, go to the Settings section and tag your specific business location to improve local relevance and visibility.

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SUPPORT

If you need assistance from Google or you wish to file complaints against competitors or any other sort of things, here is a list of contact forms/websites that promise a high success rate.

Request access to own or manage a local business on Google
https://support.google.com/business/troubleshooter/3452717

More ways to verify your business
https://support.google.com/business/answer/7107242

Contact form for general help
https://support.google.com/business/gethelp/

Get your business reinstated if it was suspended
https://support.google.com/business/troubleshooter/2690129

File a complaint against your competitors
https://support.google.com/business/contact/business_redressal_form

Google Business Profile Guidelines
https://support.google.com/business/answer/3038177

THANK YOU!

Thank you for reading this e-book!

If you don't have the time to do all this work for your store(s) or are tired of wearing all the hats for your business, schedule a call with us to see if we're the right marketing team for your cannabis store.

Yes, I want these results!

DISCLOSURE

This book is 100% for free. In our years of service to the cannabis industry and speaking with 100's of store owners, I've come to realize that many SEO agencies aren't geared for cannabis and therefore bring lacklustre results.

Many store owners associate SEO with a negative experience due to their past encounters.

When local SEO is done correctly, it can be a powerful vehicle to help your business stand out in a crowded market. One must ensure that the keywords being targeted from the get-go are valuable for your business and to ensure a keyword is valuable one must make sure they are intent based with adequate search volume.

My goal is to empower and educate cannabis dispensary owners so that they can do their own local SEO if they want, or at the very least they will be very well informed about the ins and outs when hiring their marketing team.

I'm tired of SEO agencies showing quick wins to clients using keywords that don't help the businesses bottom line. Being able to understand the work that goes into ranking your business on Google will allow you to hold your future or current marketing team accountable by being well informed.

I wish you the best in your entrepreneurial journey, it has been a pleasure being of assistance. If you would like your own marketing team, do not hesitate to reach out. We love to help!

Yes, I want my own team!