Rocket Referrals

Getting your agency discovered online

Everything you need to know.

Proximity

Location, location, location. Google places significant weight on the distance a search query is from local establishments when determining search rankings.

Yet, short of relocating your business—or operating a food truck—your proximity to prospects is static. But just because a competitor is marginally closer, it doesn't mean they will rank higher.

Proximity is just one of several factors that impact local search, but it's a big one. Being in range will get you in the game, but it doesn't guarantee you'll end up high on search results.

NAP consistency

NAP consistency means that a business's Name, Address, and Phone number are uniform across the internet—with both online directories and websites—wherever your information is listed.

The more often an establishment is accurately listed across the net, the more confidence the search engine has in it. And higher confidence means more recommendations for relevant search queries.

Online reviews

Positive online reviews increase the prominence of a business in the eyes of search engines—an important factor when determining search rankings.

Google, for example, has tied their local review feature directly into the business listings themselves. Whereas sites like Bing and Yahoo rely on Yelp reviews for their search rankings.In regard to local SEO, search engines look at the quantity and frequency of online reviews.

A single wave of reviews from a couple of years back doesn't do much good in regard to SEO. But a review every week or two will make a big difference.
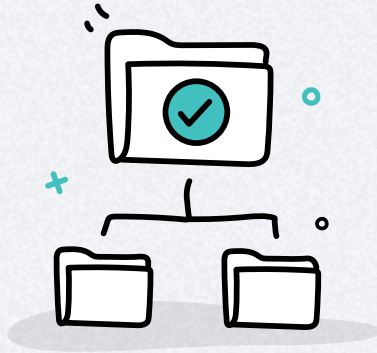
Business category

Similar to the old phonebooks, online directories operate within the framework of business categories. So it's important to get this right when setting up your business listing across the net.

It should be pretty straight forward, but similar categories may present themselves which could be confusing. Always choose the more local option.

In other words, consider what a potential client would be searching for and pick that—e.g. insurance agency over insurance company.

Local backlinks

A backlink is a term for a hyperlink to your website from another website.

Becoming active within your community is a great way to garner more local backlinks to your website. **Some ways to do this include:**

- ✓ Present intriguing stories to your local media website with your business as the focus

- ✓ Host or sponsor a local charity

- ✓ Sponsor a local sports team or organizationBuild relationships with other local businesses and exchange online content

- ✓ Create a blog with interesting topics that others will share

- ✓ Ask to be listed as a preferred vendor with local business partners

- ✓ Get your business listed in local directories (chamber of commerce, city websites)

Social media

The interconnectedness of the internet encourages businesses to become active across several mediums.

Social media is growing in significance as it begins to infiltrate search results outside its direct social network.

Facebook's business listings for example, are also linked directly to common data aggregators and major search engines—reinforcing that their relevance is increasing with local search.

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