

5 EASY WAYS

TO BOOST YOUR LOCAL BUSINESS ONLINE

Bobby Dimovski
4MJ social



About 4MJ Social

4MJ Social is a vibrant and fast-growing brand and boutique marketing agency. We give our clients the ability to work with a professional team of experts, across a broad range of competencies, without the need to employ a full-time staff of their own. We're big enough to harness some serious talent and technology, but small enough to continue giving 1 on 1 attention to all of our clients.

www.4mjsocial.com



4MJ **social**

5 Steps to improve local search rankings

01

GENERATE REVIEWS

Make sure to respond too!

02

OPTIMIZE GBP

The main hub of your business

03

KEYWORD RESEARCH

Free tools to help

04

DIRECTORY CITATIONS

Be consistent!

05

SOCIAL MEDIA

Simplify and automate



ON-PAGE SEO

On-page SEO (also known as “on-site SEO”) is the practice of optimizing web page content for search engines and users. Common on-page SEO practices include optimizing title tags, content, internal links and URLs.



LOCAL SEO

Local SEO is the process of optimizing your online presence to increase local traffic, visibility, and brand awareness.

LOCAL VS ON-
PAGE SEO

WHAT IMPACTS LOCAL SEARCH RESULTS?

- On-page SEO
- Google My Business
- Backlink profile
- Generating and Responding to Reviews
- Online citations
- Search personalization
- Social media





STEP 1

Generate Reviews

Consistently generating new reviews and responding to those reviews in a timely manner is the single most impactful thing you can do for your local search rankings right now.

01

Focus on Google

02

Asking for reviews works!

03

Use Canva to create a flyer with a QR code to display in your business



STEP 2

Optimize GBP

Optimizing and updating your Google Business Profile (GBP) not only gives customers accurate, easy to find information about your business, but it helps to show Google you care.

01

Update NAP information

02

Add photos every month

03

Make sure hours, services, and your business description are filled out



STEP 3

Update Keywords

Relevant keywords are what help your customers make sure you can provide what they need.

01

Update keywords in the 'Attributes' section of your Google Business Profile monthly or quarterly

02

Use free tools to find relevant keywords

Google Trends | Keyword Surfer | SemRush | Moz



STEP 4

Directory Listings

If you don't provide accurate business information to directories, they will fill in the blanks for you with web crawlers and this can be extremely inaccurate.

01

Manually update NAP info across as many relevant sites as possible

02

Services to use to standardize listings

Yext | Birdeye | Synup



STEP 5

Social Media

You don't have to be an influencer to make social media work for you. A little bit of work up front and some automation tools can help you tremendously.

01

Create a Facebook business page and a profile on one other platform (keep it simple)

02

Use Canva's templates to create 12-15 different posts (products/services, testimonials, business info)

03

Use a scheduling tool to automate evergreen content (Buffer, Hootsuite are both free)



SCAN ME

Thank you!

Feel free to reach out with any other questions or for assistance!

4MJ SOCIAL



info@4mjsocial.com



www.4Mjsocial.com



248.788.6250