



[Local SEO](#) affects your **brand image** at every stage of the customer journey.

Stage of Journey	Effect of Local SEO
Awareness	Do you show up? Visibility in non-brand search, directories and review sites
Consideration	Are you a contender? Can they get to know you without going to your site? Brand search results: business information, images, ratings, reviews and responses
Decision	Customer will choose a brand that: <ul style="list-style-type: none"> ✓ Is a major player in the space ✓ They know a lot about ✓ Has mostly positive reviews ✓ Will help them with any problems

If You Have...	Then You Should Use These Tactics...
Headquarters only Customers don't come to your headquarters, they buy online, in stores, or from reps.	<ul style="list-style-type: none"> ✓ Google Knowledge Graph branding ✓ Website schema tags ✓ Google MyBusiness, Bing Places and Yahoo listings ✓ Aggregators ✓ Business listings for brand mentions and links <ul style="list-style-type: none"> ➢ Label as <i>Corporate Headquarters</i> ✓ Monitor and respond to reviews ✓ Solicit positive reviews – work within review site guidelines
Multiple corporate offices Customers don't come to offices, but you have regional, national, or global staff.	<ul style="list-style-type: none"> ✓ Above tactics and benefits X number of offices ✓ Label as corporate offices in the correct descriptor field ✓ Transfer real world footprint into online authority and visibility
Locations that go to customers You have distribution centers, reps working from home, installers working from a truck.	<ul style="list-style-type: none"> ✓ Above tactics for SABs (service area businesses) ✓ Hide street address – only show street name or city (but often require the address for verification purposes)
Reputation management problems You may have received some bad press, had difficulty serving customers, or are in an industry that inherently gets a bad rap.	<ul style="list-style-type: none"> ✓ Monitor reviews across all platforms ✓ Claim your listing so you can respond as the owner ✓ Follow best practices in review responding ✓ Generate positive reviews <ul style="list-style-type: none"> ➢ Survey and ask for reviews from satisfied customers ➢ Work within review site guidelines (Yelp says don't ask for reviews, but do say "Find us on Yelp" because soliciting reviews gives an unfair advantage over competition)
New or smaller brand You don't have a reputation yet, or even a presence in search.	<ul style="list-style-type: none"> ✓ Google Knowledge Graph branding ✓ Get some good reviews – ask a few good customers ✓ Aggregators <ul style="list-style-type: none"> ➢ Easiest place to start building SEO brand signals ✓ Get listed across directories and review sites <ul style="list-style-type: none"> ➢ Get placed in the same categories as your competitors (plus a few different categories for a competitive advantage) ➢ Category pages for sites like YP, Yelp, Kudzu, and BBB show up in search for non-brand queries far better than any new or smaller brand