

Why
Local
Search
is Important
&
*How to Take
Advantage of it.*

BROUGHT
TO
YOU
BY



FOSTER
WEB MARKETING



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HELLO!



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1

THE IMPORTANCE OF LOCAL

Why Is Local Search So Important?



THE IMPORTANCE OF LOCAL

Whether they're looking for a product, service provider, or an answer to a question, **most people start their search online.**

People are often more private about their health issues, so while many still ask their friends and family for a good doctor / provider, it can be less likely than in other verticals / industries. Looking online allows you to remain anonymous and retain some privacy.




THE IMPORTANCE OF LOCAL

foot doctor las vegas

All Maps Images News Shopping More Settings Tools

About 69,700,000 results (0.56 seconds)



Map data ©2020

Rating Hours

Ann Road Foot Doctors 5.0 ★★★★★ (4) · Podiatrist North Las Vegas, NV (702) 633-7286	DIRECTIONS
Ankle & Foot Medical Center. Dr. Loren K. Hansen 4.7 ★★★★★ (15) · Podiatrist Las Vegas, NV Closed · Opens 8AM Mon · (702) 873-8955	WEBSITE DIRECTIONS
Eastern Podiatry 4.1 ★★★★★ (17) · Podiatrist Las Vegas, NV Closed · Opens 8AM Mon · (702) 434-2023	WEBSITE DIRECTIONS

[More places](#)

Local results, which appear on a map in Google search results, appears just after Google ads (if there are ads) and just before organic results.




THE IMPORTANCE OF LOCAL

foot doctor las vegas

All Maps Images News Shopping More Settings Tools

About 69,700,000 results (0.56 seconds)



Map data ©2020

Rating Hours

Ann Road Foot Doctors 5.0 ★★★★★ (4) · Podiatrist North Las Vegas, NV (702) 633-7286	DIRECTIONS
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Eastern Podiatry 4.1 ★★★★★ (17) · Podiatrist Las Vegas, NV Closed · Opens 8AM Mon · (702) 434-2023	WEBSITE DIRECTIONS

[More places](#)

The top 3 results appear in what is commonly referred to as the “local pack.” Placement in this local pack can be highly beneficial to a business.



THE IMPORTANCE OF LOCAL



Particularly for urgent matters, like pain, people rely on the local pack (as opposed to organic results) because they spend less time researching for a solution to their problem.



THE IMPORTANCE OF LOCAL



This is especially true for doctors, where the client will likely need to travel to the physical location to receive care anyway.



THE IMPORTANCE OF LOCAL

Ad · www.atlasfai.com/ ▾

[Let Us Help You Fix Your Feet - Affordable Foot Care](#)

Making **foot care** more affordable, convenient & attainable! Find a **doctor** today!

[Doctor Locator](#) · [Location](#) · [Address](#) · [Locations List](#) · [Blog](#)

Ad · search.activebeat.com/local/doctors ▾

[Foot Doctor Near Me - Affordable Doctor Costs](#)

Find **foot doctor near me** options, costs, facilities & more. Research **foot doctor near me** in your area. Expert Health Tips. Happier Healthier Living. Online Health Network. Trusted Advice.

Highlights: A Health And Wellness Website, We Have A Dedicated Team.

[Directory Of Doctors](#) · [Primary Care Doctors](#) · [Doctors And Physicians](#) · [Doctors Physicians](#)

The location of businesses that are using Google Ads is not immediately apparent, which causes many people to look first at the local pack.



THE IMPORTANCE OF LOCAL



foot doctor near me



Google Search

I'm Feeling Lucky

Also, voice searches and searches that include the words “**near me**” are on the rise, which places even more importance on local results.



WHAT ABOUT ORGANIC RANKINGS?

While local is important, all providers should also focus on organic rankings. **Organic ranks have an effect on local ranks.**

This is especially true for specialists (like plastic surgeons), because potential clients will **research for longer** before making a decision, and be more **willing to travel** for services provided.



It's Poll Time

Poll Question #1

2

APPEARING ON LOCAL RESULTS

How Do I Get My Business on Maps?



CLAIMING YOUR GOOGLE MY BUSINESS



Unless your business is brand new, you are probably already on Google Maps. Do a search for your brand name and/or location, and see if you appear in results.



CLAIMING YOUR GOOGLE MY BUSINESS

Address: 1416 S Jones Blvd, Las Vegas, NV 89146

Hours: **Closed** · Opens 8AM Mon ▾

Phone: (702) 878-1400

[Suggest an edit](#) · [Own this business?](#)

If you appear in results but don't own your listing, you'll need to claim your listing. Simply click "**Own This Business?**" and follow through with verification.



CREATING YOUR GOOGLE MY BUSINESS LISTING

This listing has already been claimed

This listing has already been verified by **ad...@...**. If you own this email address, follow the [Account Recovery help guide](#).

If you still want to add this listing to your account, you can request access from the current owner. [Learn more](#).

If you would like to update this listing's information on Google, you can also [report a problem](#), which will be reviewed more quickly.

[Request Access](#)

It's possible that someone else has verified your listing. You can request access, ask your staff, or double check that you don't already have access under another account. If all other methods fail, contact Google.



VERIFYING YOUR GOOGLE MY BUSINESS

The screenshot shows an email from Google My Business. It starts with a greeting, followed by an explanation of the verification code. It then lists three steps: 1. Visit google.com/verifymybusiness, 2. Sign in to your Google account, and 3. Enter your verification code and submit! To the right of these steps, the verification code '12345' is displayed in large blue digits. Below the code is a small warning: 'This code is unique to your business account and the particular listing you want to verify. Please do not share this code with anyone else and know that Google will never call your business and ask for your code.' At the bottom, there is a link to google.com/supportmybusiness for more help.

Google My Business

Hello from Google,

The verification code that ABC Company requested from Google is below! Just follow the three steps below to finished everything, and ABC Company will be open for business on Google.

Steps to verify yourr business:

- 1 Visit google.com/verifymybusiness
- 2 Sign in to your Google account.
- 3 Enter your verification code and submit!

Your verification code:

12345

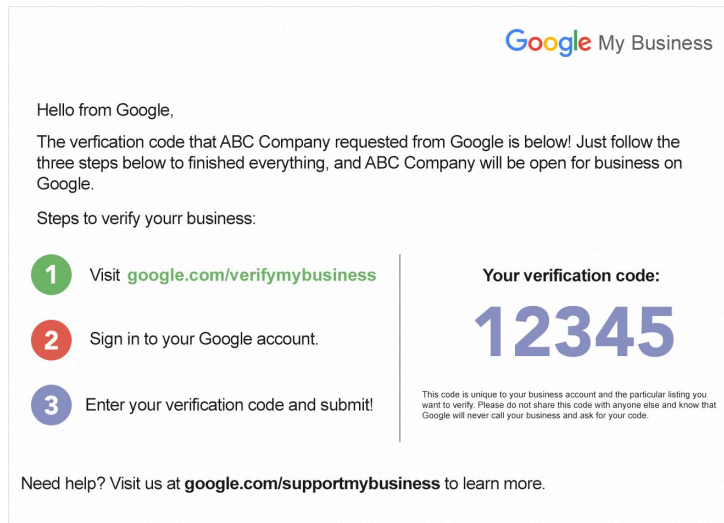
This code is unique to your business account and the particular listing you want to verify. Please do not share this code with anyone else and know that Google will never call your business and ask for your code.

Need help? Visit us at google.com/supportmybusiness to learn more.

Once your basic information is filled out, Google will want you to verify your listing. While this isn't necessary to rank locally, it can be *very* difficult to rank without a verification.



VERIFYING YOUR GOOGLE MY BUSINESS



Google My Business

Hello from Google,

The verification code that ABC Company requested from Google is below! Just follow the three steps below to finish everything, and ABC Company will be open for business on Google.

Steps to verify your business:

- 1 Visit google.com/verifymybusiness
- 2 Sign in to your Google account.
- 3 Enter your verification code and submit!

Your verification code:
12345

This code is unique to your business account and the particular listing you want to verify. Please do not share this code with anyone else and know that Google will never call your business and ask for your code.

Need help? Visit us at google.com/supportmybusiness to learn more.

Usually, verification is done by sending a postcard to your address from Google. The postcard will usually arrive in five days, and contain a code that is used to complete verification.



VERIFYING YOUR GOOGLE MY BUSINESS

Choose a way to verify

In order to fully manage and represent this business on Google, you'll need to confirm that it's yours.

Select how you'd like to get a verification code. [Learn more](#)



(773) 593-9091

Get your code at this number now by automated call or text message (standard rates apply)

Language

English

Call

Text



footdoc@footdoc.com

Have your code emailed to this address

Email



Postcard by mail

Have a postcard with your code mailed to this address

May take up to 5 days to arrive

Contact name

Mail

Foot Doc

2306 West Chicago Avenue, Chicago, Illinois 60622-6209, United States



Verify later

You can't fully manage your listing until you're verified

Later

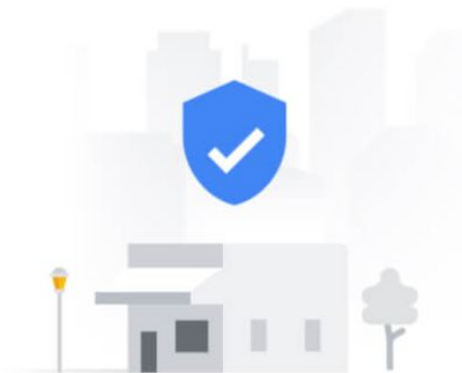
If you're already a well established business with key online citations, Google may allow you to verify your business via phone, email, video chat, or even website click.



VERIFYING YOUR GOOGLE MY BUSINESS

You're now verified

You are authorized to manage this listing because you're logged in with this verified account



Get started adding photos, replying to reviews, creating posts, and more

Once you're verified, **congratulations!**
Your business is in the local search results!



It's Poll Time

Poll Question #2

3

IMPROVING LOCAL RANKINGS

How Can I Be More Competitive In
Local Results?



GOOGLE'S LOCAL RANKING ALGORITHM

The three primary factors that determine your ranking on Google Local Results are:

- Proximity
- Relevance
- Prominence



PROXIMITY



The strongest ranking factor in Google Local results is **Proximity** of your business to the person searching (or to the location the person is stating in their query).



RELEVANCE

The screenshot shows a Google search for "ankle pain relief near me". The top result is for "Orthopaedic Foot and Ankle Center". The listing includes a 4.5-star rating from 176 reviews, the address "Falls Church, VA", and the status "Closed · Opens 7AM Mon". A phone number "(703) 584-2040" is also listed. Below the listing are two buttons: "WEBSITE" and "DIRECTIONS". A note at the bottom of the listing states "Their website mentions ankle pain".

Google

ankle pain relief near me

Orthopaedic Foot and Ankle Center

4.5 ★★★★★ (176) · Orthoped...

Falls Church, VA

Closed · Opens 7AM Mon

· (703) 584-2040

Their website mentions **ankle pain**

WEBSITE DIRECTIONS

Google also looks at the **relevance** of your business and services to a person's search query. This relevance primarily stems from your Google My Business listing and your website.



PROMINENCE

Orthopaedic Foot and Ankle Center

2922 Telestar Ct, Falls Church, VA

4.5 ★★★★★ 176 reviews ?

All

physical therapy 10

walking 7

nurses 7

orthotics 6

+6

The last major ranking factor is **prominence** of your business, which deals heavily with your popularity, customer experience, and brand / how it is viewed in your area.

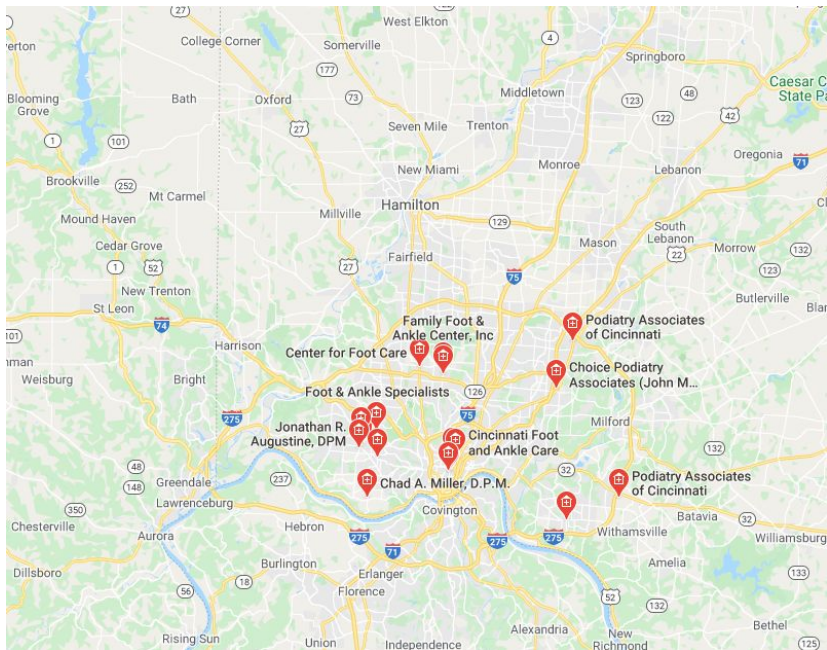
INFLUENCING PROXIMITY

Connecting your business to geographies





PROXIMITY



Short of moving your office to a central / downtown area, proximity is the most difficult local ranking factor to influence.



PROXIMITY

Service area

Let customers know where your business provides deliveries or services

Taunton, MA 02780, USA ✕

South Attleboro, MA 02703, USA ✕

Framingham, MA 01702, USA ✕

Brockton, MA 02301, USA ✕

Marlborough, MA 01752, USA ✕

Holyoke, MA 01040, USA ✕

Everett, MA 02149, USA ✕

Google My Business provides a place for you to specify your service areas, which is a great place to start. It supports up to 20 locations.



PROXIMITY



Ask Us About Our Diabetic
Shoe Program

22 Christy's Drive
Suite 5
Brockton, MA 02301
508.586.4444 (P)
508.586.4449 (Fax)



Conditions

Foot Pain
Diabetes
Corns & Bunions

Whether you use city names or ZIP codes, make sure there's supporting content on your website for each service area.



PROXIMITY

Easy Directions

Trying to find the easiest way to drive here? Check out our directions to help you find us:

From York PA

Head east on US-30 / US Highway 30. Continue to follow US-30 E

Take the PA-741 exit toward Millersville / Rohrerstown

Turn left onto PA-741 / Rohrerstown Rd

Turn right onto Spring Valley Rd

Take the 1st left

Take the 1st right

Enter in building 2112

Take elevator to third floor

Exit the elevator to the left and we are located directly ahead on the right

Showing directions on your website from nearby towns / cities / locations can also give signals to Google that you help customers in those locations.



PROXIMITY

A bone spur can be quite painful, depending on where it is in your foot. If you have a hard bump on your lower limbs that causes you pain, don't ignore it and live with the discomfort. Let Martin Foot and Ankle podiatrists help you manage the spur and wear shoes comfortably. Contact our York, Lancaster, Lititz and Hanover, PA, offices for an appointment by calling (717) 757-3537.



by **Dr. Keith F. Tyson**

The same goes for content on your website. Blogs, for example, that mention the location you'd like to rank in (or nearby attractions) can help give additional signals to Google.



PROXIMITY

Martin Foot & Ankle

1010 Eichelberger St STE 4, Hanover, PA

Do you accept patients in York, PA?

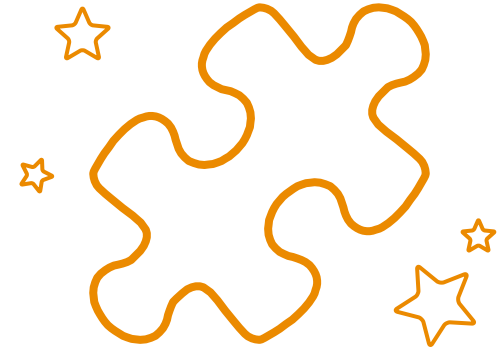


Like



Answer

Additionally, reviews, FAQs and other elements in your Google My Business listing that mention geography can give even more proximity signals to Google.



INFLUENCING RELEVANCE

Matching the content of your website and
Google My Business listing to search queries



INFLUENCING RELEVANCE

Search bar: podiatrist las vegas

Rating ▾ Hours ▾

Summerlin Foot & Ankle
4.5 ★★★★★ (8) · Podiatrist
Las Vegas, NV · In Northwest Executive Center
Open · Closes 3PM · (702) 256-8454

[WEBSITE](#) [DIRECTIONS](#)

Google starts by comparing the user's query (what they type into the search engine) to your business name and category.



INFLUENCING RELEVANCE

Belmont Anderson & Associates Podiatry

[Website](#)[Directions](#)[Save](#)[Call](#)

5.0 ★★★★★ 28 Google reviews

Podiatrist in the Clark County, Nevada

Address: 1416 S Jones Blvd, Las Vegas, NV 89146

Hours: **Closed** · Opens 8AM Mon ▾

Phone: (702) 878-1400



If your legal business name includes a keyword, you have a built-in advantage! But, **do not try to inject keywords into your business name** unless they are included in your legal business name.



INFLUENCING RELEVANCE

24/7 Las Vegas Podiatry House Calls  ×

Website

Directions

Save

Call

5.0 ★★★★★ 6 Google reviews

Podiatrist in the Clark County, Nevada

Address: 3400 W Sirius Ave i, Las Vegas, NV 89102

Hours: **Open 24 hours** ▾

Phone: (702) 758-3338

[Suggest an edit](#) · [Own this business?](#)

If you see a business in local results with a name that looks questionable, they may be in violation of Google's terms unless the listing name matches their legal business name.



INFLUENCING RELEVANCE

Dr. Lee E. Firestone, DPM

4.1 ★★★★★ (8) · Podiatrist

2021 K St NW #520

Closed · Opens 7:30AM Mon

· (202) 223-4616

👤 "I didn't know they could sonogram my **feet**."



WEBSITE



DIRECTIONS

Your **primary category** is where Google determines primarily what your business is relevant to. It's best to be as specific as possible when choosing this category.



INFLUENCING RELEVANCE

Category

Categories describe what your business is, not what it does or sells.

Primary category

Podiatrist

Additional categories

Orthopedic surgeon



Orthopedic clinic



Foot care



While you can choose multiple categories, doing so may reduce the “weight” each one carries. We only recommend choosing multiple if you need multiple categories to cover your services.



INFLUENCING RELEVANCE

Podiatrist

Primary category

Diabetic Foot Pain >

Foot Deformities >

Nail and Skin Care >

Sports Injuries >

+ Add another service

Google also allows you to provide specific service information, along with a 750 character business description. Make sure to fill these out!



INFLUENCING RELEVANCE



In addition, we've seen high correlation between high frequency of Google My Business posts and great rankings. The number of photos you share, too!



INFLUENCING RELEVANCE



We Accept Medicare, Medicaid & Tri-Care,
Along With Most Private Insurances.
Please Click Here For Complete Insurance List

Patient Portal



Call: 303-805-5156

Home Specialties - About Us - What Patients Say Patient Information - Appointment Info FAQs Contact

PODIATRY ASSOCIATES, P.C.
303-805-5156
www.fwmDoctorAnalysis.com

New Patient Forms

Make an Appointment

Free Book: "What Are Your Feet Telling You?"

Office Locations

Have Questions?
Foot and Ankle Pain is Not Normal Come See Us and Get Back to Doing What You Love! Contact us today to learn more about how our podiatrists and physical therapists can help you feel better fast.

Name *
Phone *
Email *


Tell us more.
 Agree Privacy Policy *

Send

Aside from the elements of your Google My Business listing, Google also looks closely at your website.



INFLUENCING RELEVANCE



We Accept Medicare, Medicaid & Tri-Care,
 Along With Most Private Insurances.
[Please Click Here For Complete Insurance List](#)

f t in id pin rss

[Patient Portal](#)

Call: **303-805-5156**

Home
Specialties -
About Us -
What Patients Say
Patient Information -
Appointment Info
FAQs
Contact

Give Your Feet The Pampering And Healthy Care They Need With Care From A Castle Pines Podiatrist

850-KOA
 NEWSRADIO

Podiatry Associates Radio!
with Dr. O


Archive 8/10/2015
 Listen to Dr. O chat foot care
 on 850 KOA News Radio!

Blog LIFESTREAM

Posted on 10/31/2018
 Fall is Football Time!

Posted on 10/15/2018
 Morton's Neuroma: A Closer Look

Posted on 10/14/2018



**Castle Pines Foot and Ankle Clinic &
 Castle Pines Physical Therapy**
 7505 Village Square Drive, Suite 101
 Castle Pines, CO 80108

We are committed to helping Colorado residents receive the foot care they need. If you suffer from foot pain, or a foot or ankle injury in Castle Pines, we can help you get the treatment and relief you deserve so that you can get back to enjoying your

Google looks particularly close at the page that you opt to link your Google My Business listing to. In many cases, this is your home page, but it could also be a service or office location page.



INFLUENCING RELEVANCE

Podiatry Associates, P.C. We Accept Medicare, Medicaid & Tri-Care, Along With Most Private Insurances. Please Click Here For Complete Insurance List

Patient Portal Call: 303-805-5156

Home Specialties - About Us - What Patients Say Patient Information - Appointment Info FAQs Contact

Give Your Feet The Pampering And Healthy Care They Need With Care From A Castle Pines Podiatrist

850-KOA NEWSRADIO
Podiatry Associates Radio! with Dr. O
Archive 8/10/2015 Listen to Dr. O chat foot care on 850 KOA News Radio!

Blog

Posted on 10/31/2018 Fall is Football Time!
Posted on 10/15/2018 Morton's Neuroma: A Closer Look
Posted on 10/14/2018

Map Satellite
Castle Pines Foot and Ankle Clinic & Castle Pines Physical Therapy
7505 Village Square Drive, Suite 101
Castle Pines, CO 80108
303-805-5156

DCS Montessori Charter School
Duke's Steakhouse
Starbucks
King Soopers
Castle Pines Urgent Care and Family Practice

Map data ©2020 Terms of Use Report a map error

Castle Pines Foot and Ankle Clinic & Castle Pines Physical Therapy
7505 Village Square Drive, Suite 101
Castle Pines, CO 80108

We are committed to helping Colorado residents receive the foot care they need. If you suffer from foot pain, or a foot or ankle injury in Castle Pines, we can help you get the treatment and relief you deserve so that you can get back to enjoying your...

Ideally, your primary category will match the subject of the page you're linking to. No matter what page you choose, make sure there is content on that page for what you are trying to rank competitively for.



INFLUENCING RELEVANCE

If your heel makes you holler in pain with every step, clearly daily activities can be hindered, much less any sports or hobbies you enjoy. Knowing what's behind your hurting heel is key to treating the problem and easing discomfort. Though there are many culprits, the most common causes of [persistent heel pain](#) result from overuse.

Stress placed on your feet over and over again, such as in the case of activities that involve a lot of running and jumping, can lead to [tiny tears in](#)



For an even bigger boost, link several of your internal website pages to the page you are linking your Google My Business to, and use the anchor text you're trying to rank for.

INFLUENCING PROMINENCE

Showing Google that you have a strong brand, presence, and customer experience





INFLUENCING PROMINENCE



Google uses a number of factors to determine your prominence, many of which don't come directly from your website or Google My Business listing.



INFLUENCING PROMINENCE



For example, Google looks at what sort of links are coming into your website, articles written about your business, discussions about your brand, and other brands you are frequently mentioned with.



INFLUENCING PROMINENCE



So - link building, social network sharing / interaction, and press releases are all great ways to be more prominent in Google's eyes.



INFLUENCING PROMINENCE

Lansdowne Podiatry 4.8 ★★★★★ (48) · Podiatrist 44135 Woodridge Pkwy STE 180 Closed · Opens 9AM Mon · (571) 223-0424 Online care	WEBSITE	DIRECTIONS
Lansdowne Foot & Ankle Center - Gary Kugler, DPM 3.4 ★★★★★ (9) · Podiatrist 19440 Golf Vista Plaza Closed · Opens 9AM Mon · (703) 858-7887	WEBSITE	DIRECTIONS
Catoctin Foot and Ankle Center - Lansdowne, VA No reviews · Podiatrist 19450 Deerfield Ave Suite 200 Closed · Opens 7:30AM Tue · (540) 751-4451	WEBSITE	DIRECTIONS
More places		

[lansdownepodiatry.com](#) ▾

[Lansdowne Podiatry | Podiatrist in Leesburg VA & Washington ...](#)

At **Lansdowne Podiatry**, our mission is to provide specialized foot and ankle care with a personable patient experience in Leesburg VA and Washington DC.

[Contact Us](#) · [Leesburg Podiatry](#) · [Lansdowne Podiatry Events](#) · [Services](#)

Google also weighs your organic ranking in your prominence. So, if you rank well locally, but not organically, your ranking may be short-lived.



GET POSITIVE REVIEWS

Orthopaedic Foot and Ankle Center

2922 Telestar Ct, Falls Church, VA

4.5 ★★★★★ 176 reviews ?

All

physical therapy 10

walking 7

nurses 7

orthotics 6

One of the best and easiest methods you can use to improve your prominence is to get positive reviews for your Google My Business listing.



GET POSITIVE REVIEWS

Some key things to remember about reviews on Google My Business:

- Don't get too many reviews at once
- Reviews from local guides are worth more
- The words used in reviews matter
- Respond to all reviews, good and bad



RESPONDING TO REVIEWS

Positive Reviews

For positive reviews, simply respond with something like:

"It was a pleasure to help you!"

Negative Reviews

If the negative review is legitimate, attempt to make things right and respond in accordance with your brand tone. If you are successful, they may revise their negative review.

If you don't know the person, respond with something like *"I am sorry you had a bad experience, but we have no record of you being a client of ours."*



GET POSITIVE REVIEWS

Reviews from the web

4.4/5 [Healthgrades](#) · 17 votes

5/5 [Facebook](#) · 1 vote

While Google is your top priority, you should also get reviews elsewhere. A local listing will show reviews “from the web” which may also be used to help gauge your prominence.



ARE THERE ANY OTHER LOCAL FACTORS?

In addition to those three primary ranking factors, Google also takes some secret / unpublished ranking factors into account.

For instance - interaction with your Google My Business listing, like calls, clicks, and directions requests, has a direct impact on how it is ranked.

BONUS

ASKING FOR REVIEWS

How do I go about asking for reviews?



HOW TO GET REVIEWS



First and foremost, **do a great job for your clients.** Then, it's important to **ask for reviews at the right time.** If the client has said something nice about you, the time is probably right to ask.



HOW TO GET REVIEWS



To help your chances, make “reviews” a regular part of your language in early conversation. This plants the idea of reviews in clients’ heads for when you eventually ask for a review later.



HOW TO GET REVIEWS



For example, when your front desk staff is asking how a client heard about your practice, they should also ask *“Did our positive reviews help you decide to choose us?”*



HOW TO GET REVIEWS

Request reviews

Give customers a link to review your business on Google

Link copied

<https://g.page/podiatrist/review?rc>



Facebook



Whatsapp



Twitter



Share via email

Be ready with a **system** before you ask for reviews. Without a system, you'll won't consistently get reviews. At the very least, keep your Google review link handy to email to clients after visits.



HOW TO GET REVIEWS

➤ Send Review Request

First Name

Last Name

Email *

Phone Number

Tag

Employee First Name

Employee Last Name

Template *

Cancel

Send

Ideally, you should use a more powerful tool like the **DSS Reputation Management** tool to request reviews via email and SMS messages.



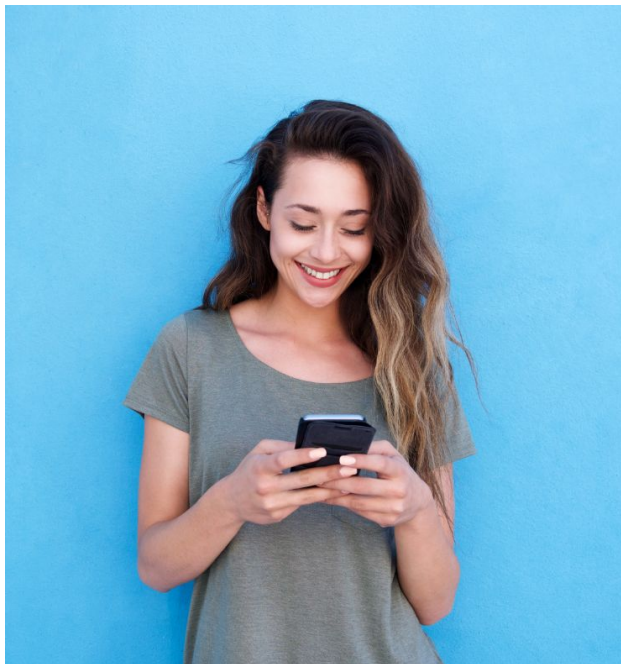
HOW TO GET REVIEWS



The request for a review should come from the doctor / nurse / assistant / staff member your client had a positive interaction with.



HOW TO GET REVIEWS



You likely won't get reviews from everyone; even if people agree they will do so. Sometimes life happens. **Don't be afraid to send multiple requests / reminders.**



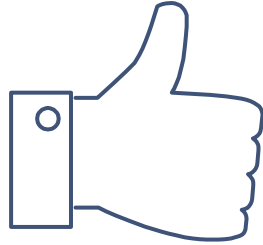
IN REVIEW

- Get your location(s) on **Google My Business**; local results are often where people turn when searching for service providers.
- Give signals to Google about the locations in which you serve your customers.
- Be as relevant as possible to the types of things your potential customers are looking for.
- Work on strengthening your brand prominence and getting more positive reviews.



It's Poll Time

Poll Question #3



THANKS!

Any questions?

You can reach me at
tomfoster@fosterwebmarketing.com