

Content Marketing for Local SEO: How to Easily Leverage It the Right Way

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THIS IS HOW TO EASILY
Leverage Your
Content Marketing
For Local SEO

People search for local businesses every day. They use [relevant keywords](#) with specific location names to find businesses close to them. In fact, [Google has found that 76% of smartphone local searches](#) end up with a store visit.

If you want to bring people to your business, you need to try to attract local searchers. You need to get ahead of your competitors and make sure people find your business when they conduct a related local search. Which means you need to increase the visibility of your website in local search results.

That's where local SEO enters the picture.

What is Local SEO?

Local SEO is similar to organic [search engine optimization](#), except that it focuses on improving a website's ranking in local search results. Compared to traditional SEO, local search engine optimization can be much more challenging.

But if you want to promote your business to local customers, at the exact moment they're looking for your products or services, you need to improve your local search ranking.

How to Improve Your Local Search Ranking with Content Marketing

The good news is that you can improve your local search ranking by making a few changes to your existing content marketing strategy. This post will show you five ways to optimize your content marketing for local SEO.

1. Submit Guest Posts & Publish Content on Local Websites

Your current content marketing strategy probably already includes creating blog content for your website. Blogging is an excellent way to enrich your site, and engage visitors.

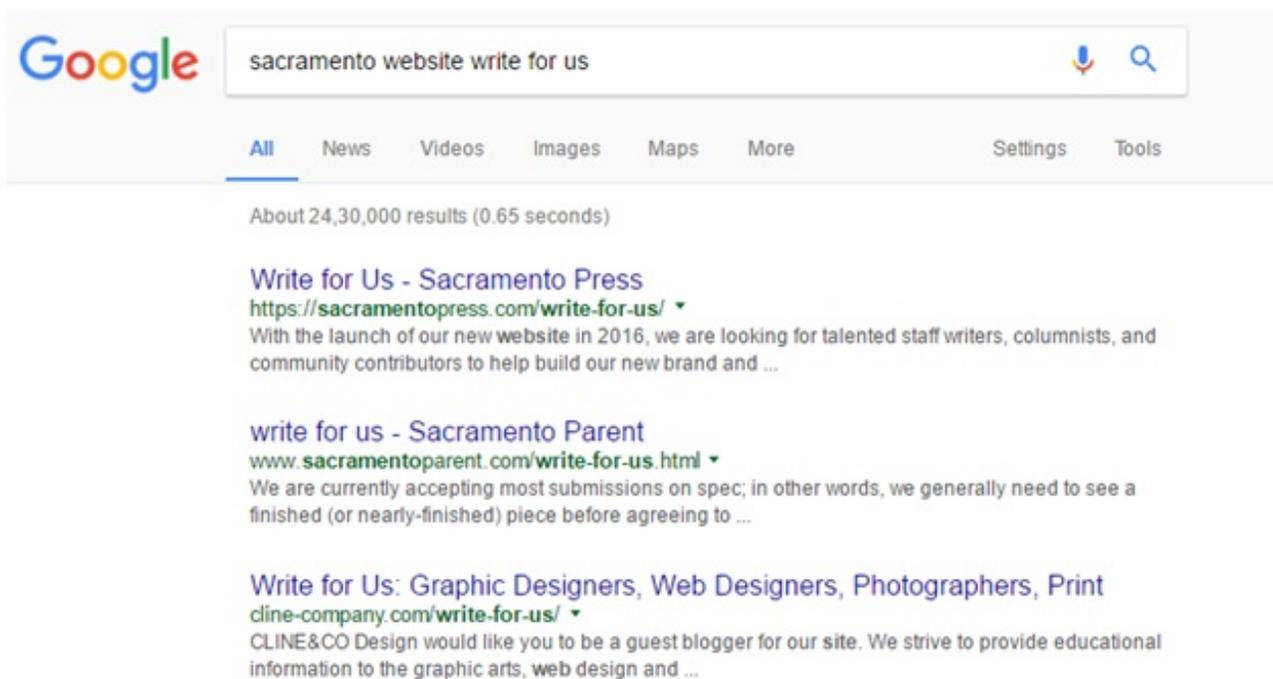
For both standard and local SEO, you need to branch out a bit and start publishing content on other websites. Guest posts can help you showcase your expertise, and earn valuable backlinks.

Extensive research conducted by [Local SEO Guide](#) found that link signals play a major role in local search ranking.

[Guest blogging](#) is one of the best ways to build local links, and market your content. It can also help you drive traffic to your site, and attract potential customers.

The challenging part is finding local websites that accept guest posts. To do so, you need to use a few keyword combinations – location name + website + write for us/guest post/submit a guest post. Replace “location name” with your city or state.

For example, let’s try to find Sacramento-based sites that accept guest posts. First, we will search for, “Sacramento website write for us.” As you can see in the screenshot below, there are several local websites that offer guest posting opportunities in Sacramento.



Next, search for your location + website + guest post. Then your location + website + submit a guest post. Also try different search terms for your location, if appropriate. Such as your region, county, or nearby cities. For example, if you are in San Jose, you could also try, “Palo Alto,” “Silicon Valley,” “Santa Clara,” or “Cupertino.”

Make a list of potential websites to write for in your target location. Then visit each site to check out their guest post guidelines, as well as the type of content they publish. Determine which sites cater to the kind of audience you’re targeting.

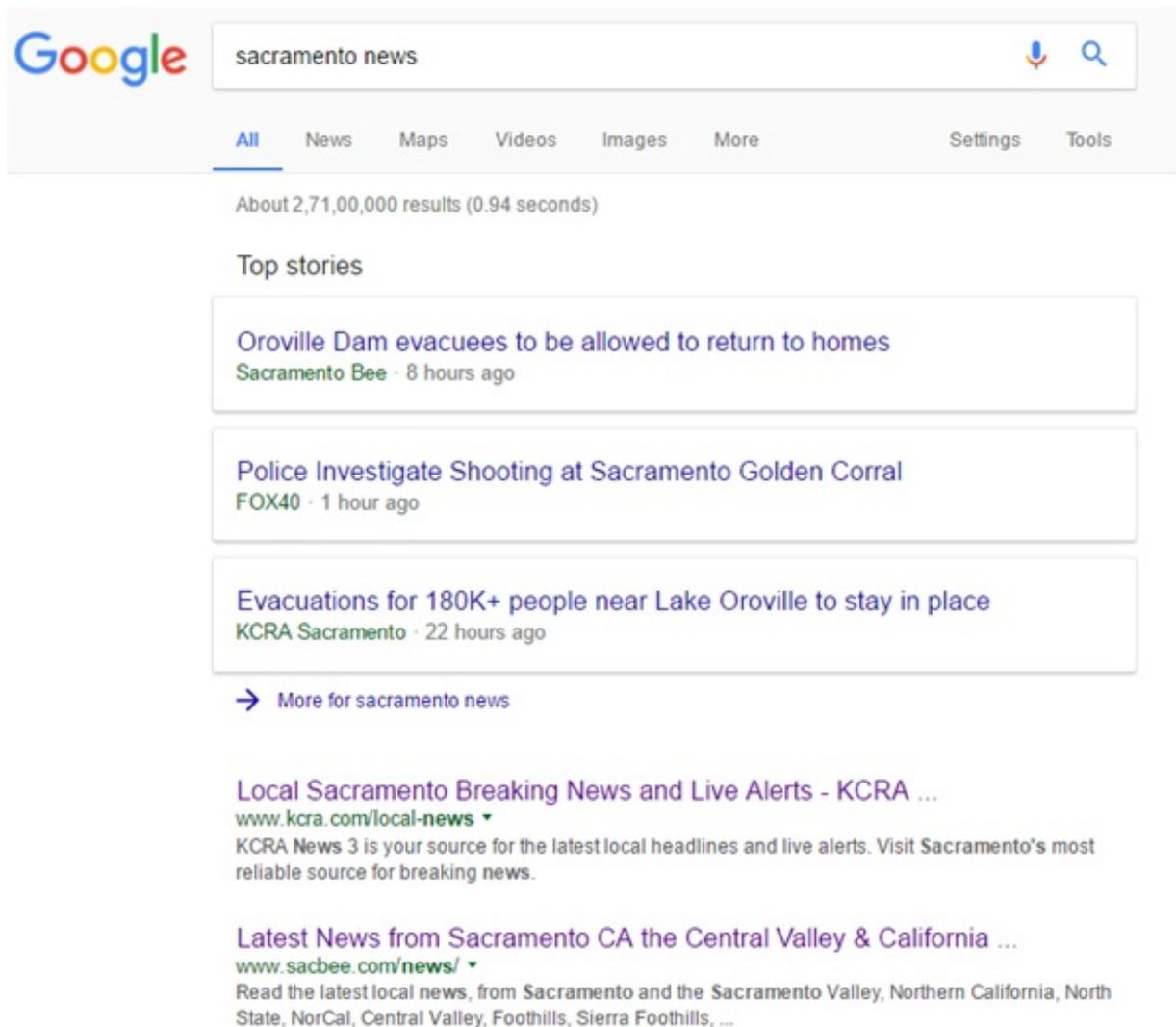
For example, let’s check out the first website from the earlier search results, Sacramento Press, to find out what type of content they publish.



As you can see in the screenshot above Sacramento Press publishes content related to “Things to Do,” “Food & Drink,” and “Spotlights” in the Sacramento area. This site may be a good place to submit a guest post about a local restaurant, attraction, or event.

In addition to guest posting, there are other ways you can earn valuable links from high authority local sites. Some websites provide backlinking opportunities to local businesses by creating a local resource list, or by highlighting local deals.

For example, let’s search for prominent Sacramento news websites by searching for, “Sacramento news.”



As you can see in the screenshot above, publications like The Sacramento Bee and KCRA Sacramento are among the top results. If you check out some of these publications, you might be able to find an opportunity to earn links to

your site.

Let's check out The Sacramento Bee for example. If you go through the website's menu, you'll find "Local Deals" towards the bottom. This suggests that the website gives local businesses the opportunity to list their deals, and earn links to their sites.



2. Find Relevant, Local Keywords

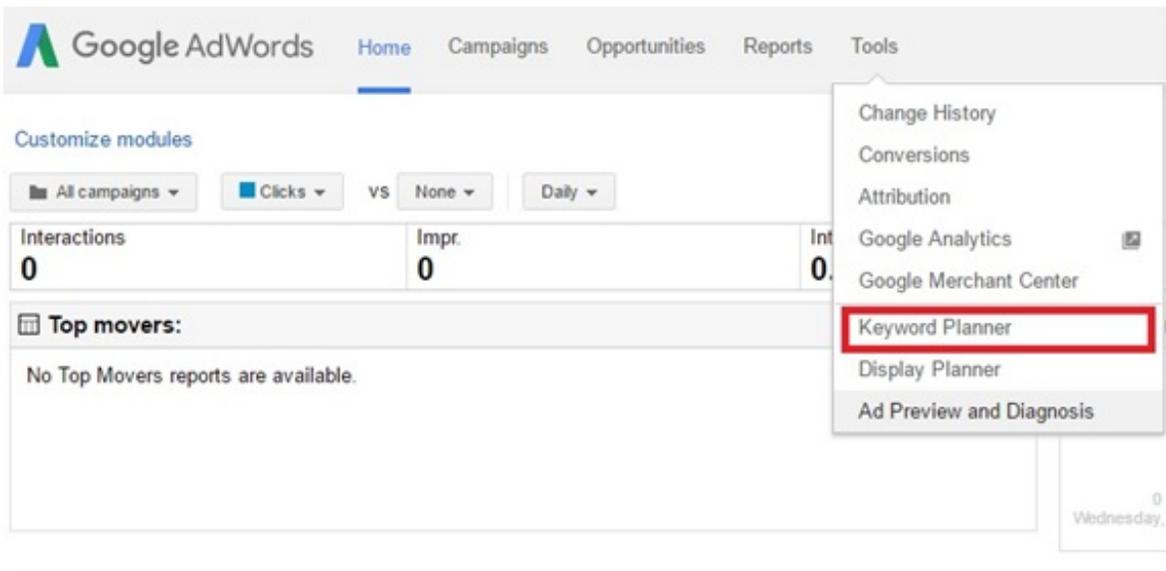
You already know the importance of

[keywords for search engine optimization](#). Keywords are crucial for local SEO as well, and should be used to enrich and optimize your content.

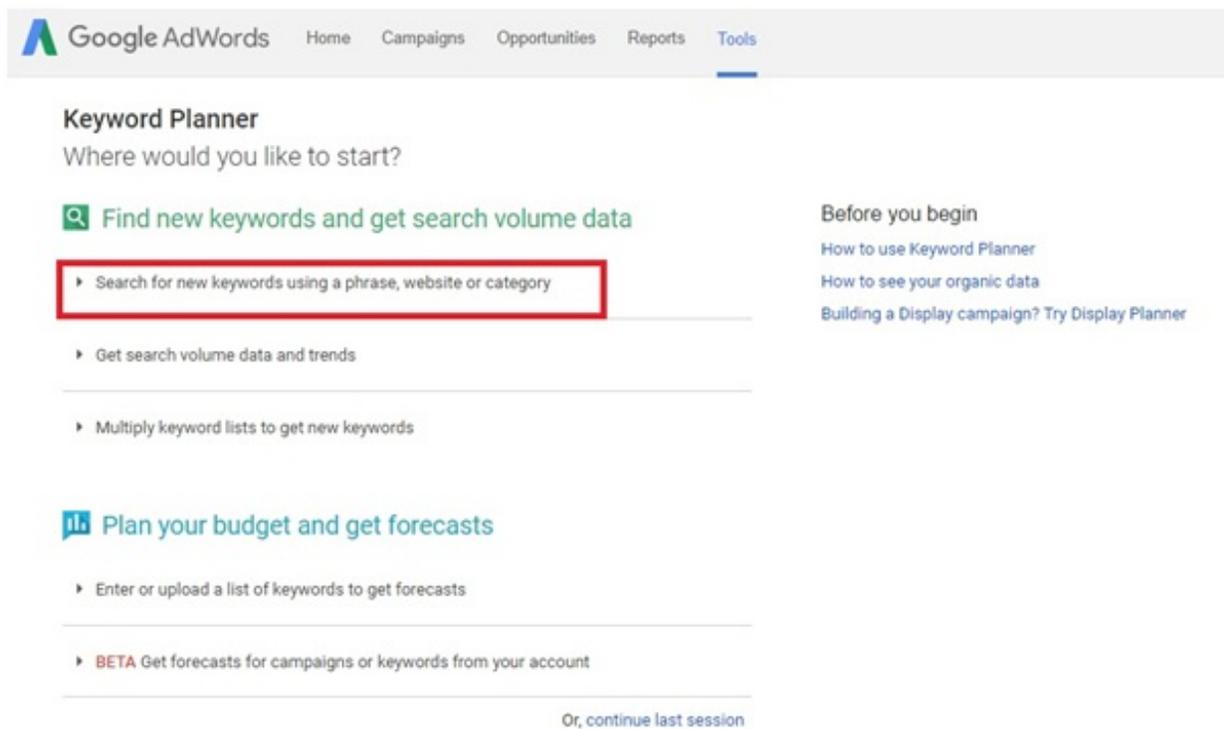
Whether you're [publishing a blog post](#) on your site, rewriting your site content, or submitting a guest post; using the right keywords can help you attract local searchers.

The best keywords are those that are relevant to your business, and have high search volumes in your target location. Add your location keyword to those business-specific keywords, and use that combination to optimize your content.

In order to find the best keywords, you can use tools like the [Google Keyword Planner](#). Before you use this tool, you will need to set up your AdWords account. Once your account is setup, go to the homepage, and click on "Tools" at the top of the page. Then select the "Keyword Planner," as shown in the screenshot below.



When you get to the Keyword Planner page, select “Search for new keywords using a phrase, website or category.”



Then begin your keyword research using phrases related to your business. As shown in the screenshot below, you will see fields to enter a relevant phrase, your landing page, and your product category. You can also select your target location.

Find new keywords and get search volume data

▼ Search for new keywords using a phrase, website or category

Enter one or more of the following:

Your product or service

Your landing page

Your product category

You must enter at least one keyword, category, or web site.

Targeting [?](#)

San Francisco 

English 

Google 

Negative keywords 

Date range [?](#)

Show avg. monthly searches for: last 12 months 

Customize your search [?](#)

Keyword filters 

Keyword options 

Show broadly related ideas

Hide keywords in my account

Hide keywords in my plan

Keywords to include 

Let's search for keywords related to, "car dealership," and keep the target location as San Francisco. This will bring up a long list of potential keywords. The goal is to make a list of keywords with high average monthly searches, and low competition.

You can then combine them with your city/location, and use them to optimize your content for local search. For example, "car dealer in San Francisco," or "San Francisco car dealer."

Keyword Planner Find keywords Review plan

Targeting ?

- San Francisco
- English
- Google
- Negative keywords

Date range ?

Show avg. monthly searches for: last 12 months

Customize your search ?

- Keyword filters
- Keyword options
 - Show broadly related ideas
 - Hide keywords in my account
 - Hide keywords in my plan
- Keywords to include

Your product or service

car dealership Get ideas Modify search

This page shows ranges for search volumes. For a more detailed view, set up and run a campaign. [Dismiss](#)

Average monthly searches for all ideas.

10K – 100K

Ad group ideas Keyword ideas Columns Download Add all (701)

Search terms	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. sha ?	Add to plan
car dealer	100 – 1K	Low	Rs. 502.23		»

Show rows: 30 1 - 1 of 1 keywords |< < > >|

Keyword (by relevance)	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. sha ?	Add to plan
cars for sale	1K – 10K	High	Rs. 105.70		»
used cars	1K – 10K	High	Rs. 148.24		»

3. Write Local Content

Now that you have a list of the best keywords to use, it's time to infuse them into your website content for better local search ranking. It's not enough to simply use these keywords in your page content.

Make the most of them by writing local content posts for your blog. You can compile local "Top 10," and "Best Of" lists that are related to your industry or niche. Or you can write useful how-to articles or guides relevant to your industry, and target location. This will help you attract a relevant local audience.

For example, if you own a car dealership in San Francisco, you can write a list of the best cars to drive in San Francisco, or the best car washes in San Francisco. You could also write an article with tips for San Francisco car owners, with location-specific advice, such as traffic-related or maintenance-related tips.

[Cowden Automotive](#), for example, writes useful car care and maintenance tips for local customers. Their service area includes San Francisco, Oakland, and San Mateo, as well as the surrounding areas.

As you can see in the screenshot below, they provide readers with tire care tips, and mentioned their service areas in the blog post.

VIEW
OUR
SERVICES

LEARN MORE ▶

SCHEDULE
YOUR
SERVICE

LEARN MORE ▶

VIEW
OUR

TIRE CARE TIPS

At Cowden Automotive, we want our customers in San Francisco, CA, Oakland, CA, San Mateo, CA, and surrounding areas to remain on top of tire performance and adhere to maintenance schedules outlined in their owner's manual.

Your tires contribute to vehicle performance. Tire maintenance can protect your investment by extending the life of your tires. Checking tire pressure, rotating your tires, balancing your tires, and choosing the right set of replacement tires based on safety and handling will all contribute to consistent performance.

USE THE FOLLOWING TIPS TO HELP YOU STAY ON TOP OF TIRE MAINTENANCE:

- Check tire pressure to ensure proper inflation. Underinflation can lead to excess heat, uneven tire wear, and decreased braking and handling capabilities, which may cause structural failures like blowouts and tread separation. Properly inflated tires will maximize tread life, improve handling, and increase fuel efficiency and overall driver safety.
- Follow proper tire rotation schedules. Recommended rotation patterns for your vehicle can be found in your owner's manual. Routine tire rotations equalize and enhance front-to-rear and side-to-side tire wear. Remember, tire rotation will not prevent or circumvent wear issues caused by worn mechanical components.
- Balance tires as necessary. Out-of-balance tires may be detected in bumps that become more noticeable at higher speeds. Balancing tires is necessary during



4. Cross-Promote on Social Media Platforms

According to [Statista](#), the number of worldwide social media users will increase from 2.34 billion in 2016 to 2.51 billion in 2017. With those kinds of numbers, it's highly likely that many of your target consumers are already using social media.

If you're not already doing so, it's time to start promoting your blog posts and guest posts on social media sites like Facebook, Twitter, Instagram, and LinkedIn. Social media can be a great way to engage your followers, and [drive traffic](#) to your website.

To further engage local audiences, and grow your follower base, join relevant local groups on social media platforms. Then share your location-specific content in those groups. You can also reach out to relevant, local Facebook pages for help promoting your content.

Let's say you're a restaurateur, or your business is related to the food industry, and you're based in San Francisco. You can write a blog post that lists the best places to get fresh organic ingredients locally.

To find relevant groups and pages on Facebook, search for, "San Francisco food." You can then sort the search results for "Pages" or "Groups."

POSTED BY

- Anyone
- You
- Your Friends
- Your Friends and Groups
- ... Choose a source...

TAGGED LOCATION

- Anywhere
- Aizal, India
- Aizawl, India
- ... Choose a location...

DATE POSTED

- Any time
- 2017
- 2016
- 2015
- ... Choose a date...

Pages



San Francisco Food

Local/travel website · 1,656 like this
Visit sfood.net to read our restaurant reviews and cooking demo...



San Francisco Foodies

Community organisation · 1,913 like this
Share delicious meals with new friends at San Francisco's best r...



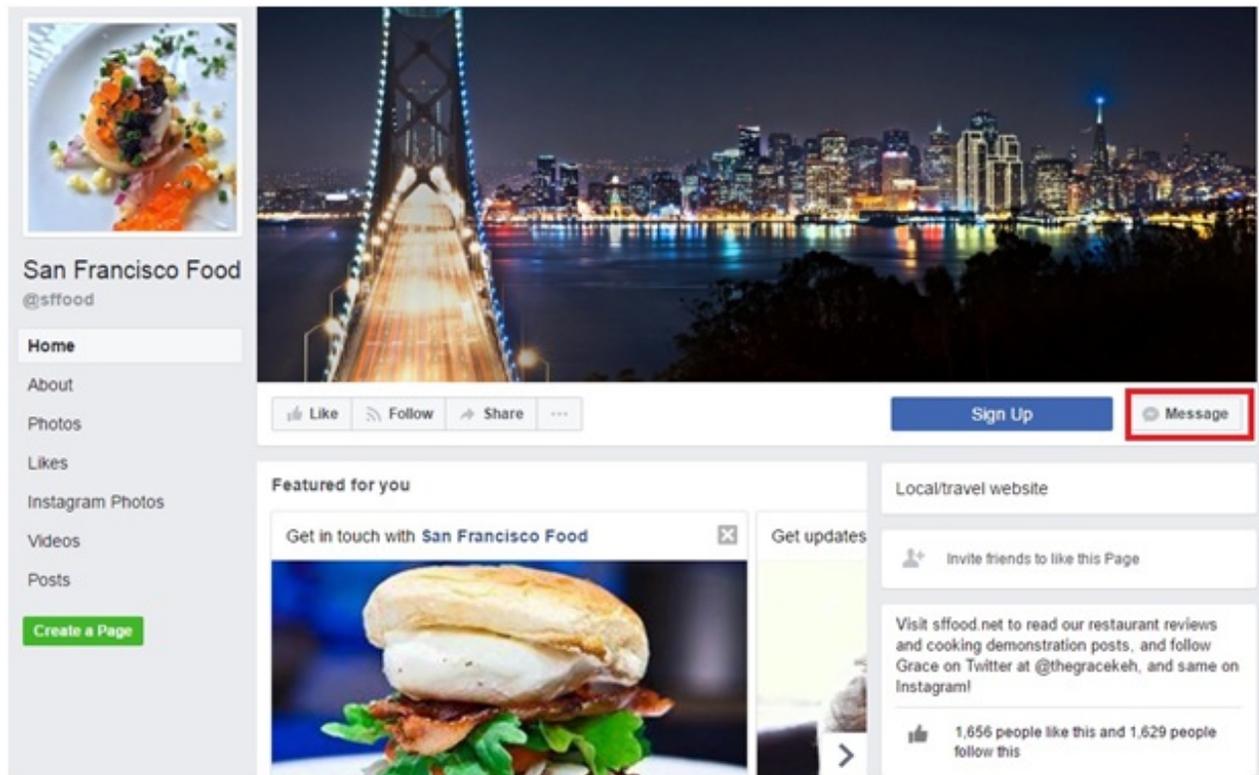
San Francisco Beer W...

Food and drinks company · 20,308 like this
Hundreds of events celebrating the legendary history, beer, brew...

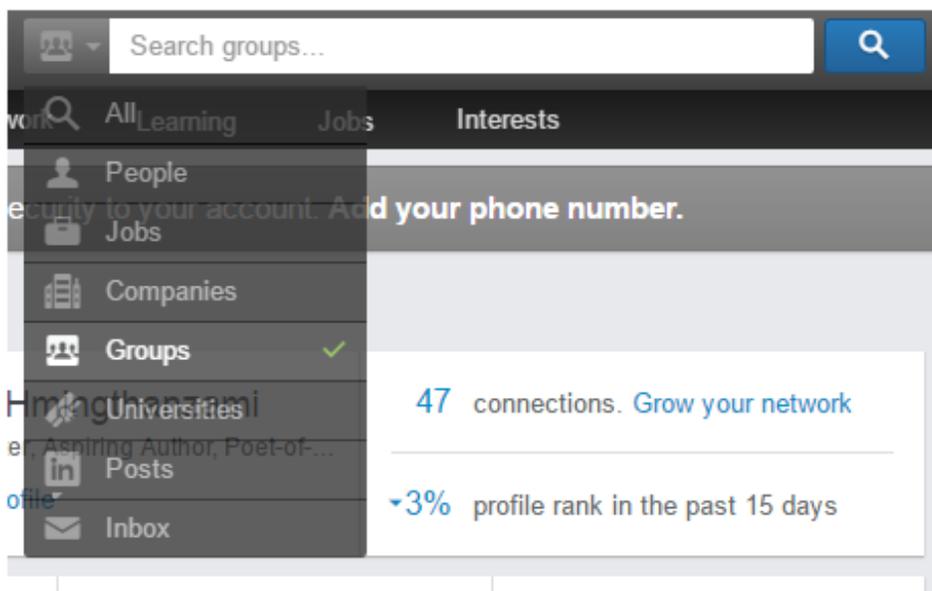
[See more](#)

For public Facebook groups, all you have to do is join. For closed groups, you will have to ask to join, or be added by a member. For Facebook pages, you will need to contact the page owners, and request that they share your content.

To contact page owners, and admins for Facebook pages, go to their page. As shown in the screenshot below, you will see an option to “Message” the page. Send them a short, friendly message with a description of your content, and why you think it would be useful or interesting to their fans. Then politely ask them to share it on their page.



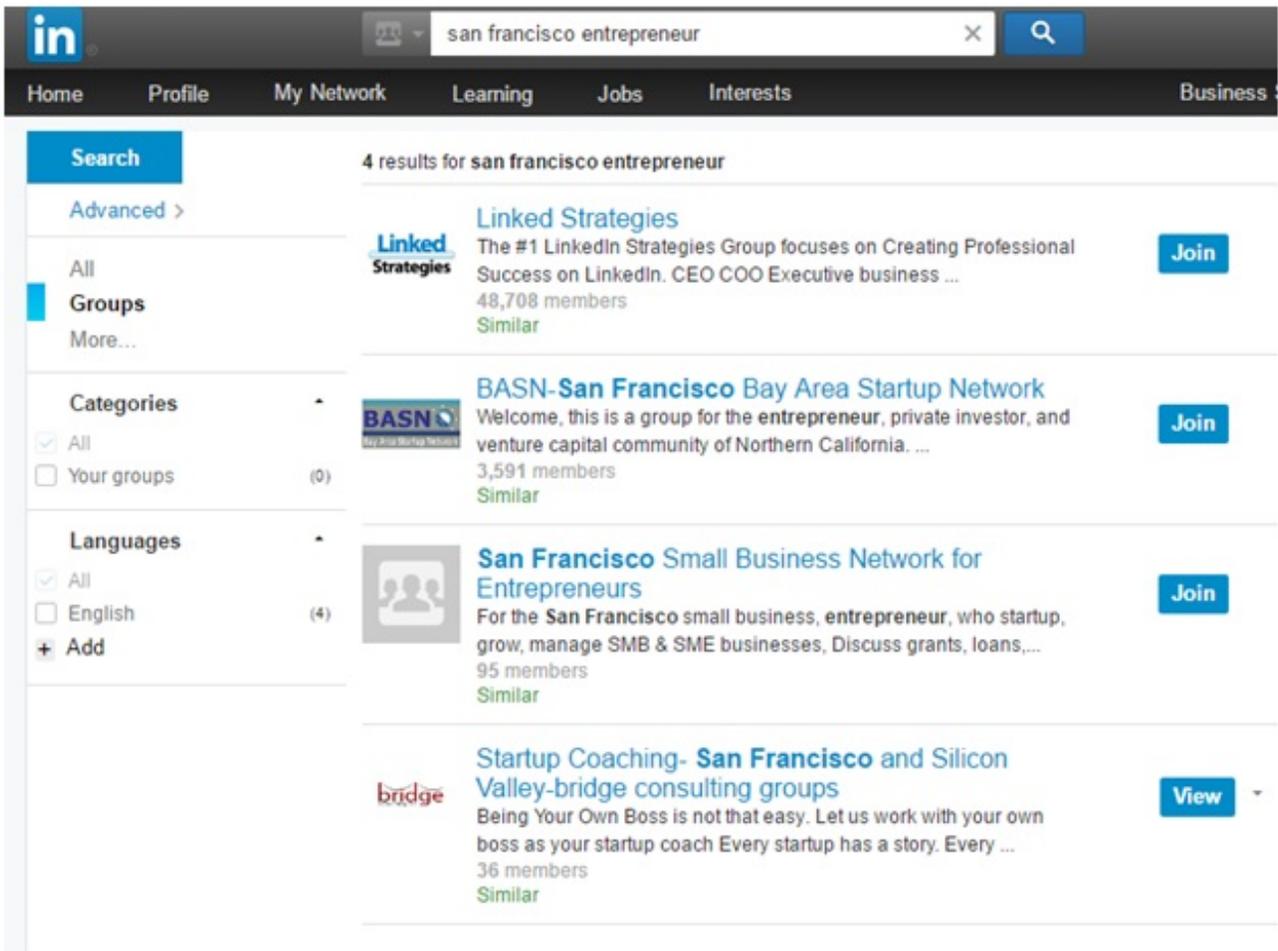
Similarly, you can also join relevant LinkedIn groups to promote your content. Just select “Groups” from the drop-down menu in the search bar, as shown in the screenshot below.



In the search bar, enter a relevant search term with the location name to specifically target local audiences.

Let’s say you’re a lawyer in San Francisco, and your firm represents businesses and corporations. You can [write blog posts](#) with useful tips and advice related to business law.

To find a LinkedIn group where local business owners network, use search terms like, “San Francisco business,” or “San Francisco entrepreneur.”



5. Participate In, and Write About, Local Activities

In the first point, we covered the important role backlinks from local websites play in your local search ranking. And you learned how to build your local link profile through guest posting.

Another way to earn local backlinks is to get involved in the community. Participate in [local events](#), charity drives, or awards. You may be able to get a backlink from the official website of the organization or event.

If being a participant isn't your cup of tea, you can also earn links by sponsoring local events, clubs, sports teams, and organizations. For example, the Sacramento Speakers Series has an entire page dedicated to their official sponsors, as shown in the screenshot below:

About the Series

Who Would you Like to See?

Sponsors

Restaurant Guide

Share the Vision

Past Seasons

Image Galleries

Testimonials

Community

Media Coverage

SPONSORS

f My Page | Like 2

The Sacramento Speakers Series is very proud to present our sponsors for the 2016-2017 season. For sponsorship inquiries, please call (916) 388-1100 or email info@sacramentospeakers.com.



WELLS
FARGO

Wells Fargo is a provider of banking, mortgage, investing, credit card, insurance, and consumer and commercial financial services.



SAFE
CREDIT UNION

For more than 70 years, SAFE Credit Union has been committed to improving the well-being of the community we serve. SAFE places a high value on personal service and we have a long and proud history of serving the Greater Sacramento community. With a reach spanning 12 counties in Northern California, SAFE serves more than 150,000 members through 21 branch locations, a local Call Center, and innovative online solutions. We continue to expand our support of local education, business, health, and financial wellness programs through our Community Banking and Business Banking divisions. We believe that our efforts improve the lives of the members we serve, as well as the community in which we live and work. SAFE is committed to exceptional experiences, best solutions, and professional experts to help members improve their financial well-being. SAFE's culture promotes accountability, innovation, and the ability to enjoy life.

Your participation or sponsorship may be considered newsworthy by local publications, which means you could earn more links from local news sites.

Not only will getting involved in the community help you improve your local link profile, it can also help you build your brand's reputation. [According to Search Engine Journal](#), your real-world prominence can affect your local search rank as well.

Participating in a local event isn't just great for earning backlinks or boosting your reputation. It also gives you an opportunity to [enrich your blog](#) with local content. You can write a post about the event, and your experience or involvement, and publish it on your blog. If possible, include photos and/or videos from the event in your post to optimize engagement.

Now, Optimize Your Content for Local Search

You've now learned some of the most effective ways to leverage your content marketing for local SEO.

The most important goal is to build backlinks from high-authority local websites and publications. Local links not only help [drive traffic to your site](#) and improve your page authority, they can also help you build a good brand reputation.

Another important goal is to enrich your website with high-quality local content to attract and engage a local audience.

Make sure that you optimize all of your website content, blog posts, and guest posts with location-specific keywords.

With the local SEO tips and strategies above, all that's left to do is for you to get to work on boosting your local search ranking.

Which of these tips will you try out first? Do you have any additional advice for using content marketing for local SEO? Share your thoughts in the comments below. And if you have any questions related to local search ranking, or the local SEO tips above, feel free to ask them in the comments section, or to reach out to me personally.