

What is a Local Pack?

1. Local pack is the local result page when someone searches for local places or services.
2. Local pack includes top 3 results with a map showing the locations.
3. Local pack is ranked by Google using its Possum algorithm (2016).

What is NAP?

1. NAP is an abbreviation for Name, Address and Phone number in Local SEO terms.
2. This is the most important part of a local result and this is the base for local SEO.
3. NAP should be accurate and consistent at all places on the internet.

Why Local SEO is Essential for Local Businesses?

80% of local searches result in same day visit to that business, service or place.

Local SEO Ranking Factors

1. Complete, consistent, updated and accurate listing information and NAP across all places.
2. Adding the NAP to popular local business directories and platforms such as Facebook, Yelp, Google and Yahoo (This is also called Citations).
3. Engagement with customers and getting reviews.
4. Proximity is a ranking factor for local SEO results.
5. An SEO optimized website for the local business is also a ranking factor.

Local SEO Bad Practices

1. Incomplete information, different NAP and inconsistent NAP across different places on the internet.
2. Not replying to reviews & questions asked by the customers especially the negative reviews.
3. Not adding the business to the map correctly.
4. Not having a website for the local business.
5. Not having contact and about page on the website for local business.