

LOCAL SEO

THINKING OUTSIDE YOUR WEBSITE

A dark, moody photograph of a desk setup. In the top left, a tablet is partially visible. In the top right, a laptop keyboard is shown. In the center, a pair of white earbuds lies on the wooden surface. In the bottom right, a glass cup of coffee sits on a saucer. The background is a dark, textured wooden surface.

**First off, you need to
get the basics right.**

FOUR BASIC SEO ITEMS:

1. Site mobile friendly

Use this google tool: <https://search.google.com/test/mobile-friendly>

2. Make sure your site doesn't look like garbage.

3. Make sure you've claimed your Google my business listing: <https://business.google.com/create>

4. Make sure you've claimed your Apple Maps listing: <https://mapsconnect.apple.com/>

WEBSITE

We won't go into detail on making sure your site is setup properly as your web company should handle this.

TIP: Create a local resource article for your community.

- Local “best of guide - list of best restaurants, bars, breweries, attractions, things to do, etc.
- Best trails to run in your town.
- Local calendar - events for the next couple months in your town. Share on Facebook groups around your town.

LOCAL CITATIONS

Citations are online mentions of your business, which usually display your business name, address, and phone number—collectively known as NAP (Name, Address, Phone).

1. Correct and Consistent

Perform a Citation Audit: <https://moz.com/checkout/local/check>

2. Build more Citations

Start with the top 50: <https://whitespark.ca/top-local-citation-sources-by-country/united-states/>

the hill kc



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About 109,000,000 results (0.64 seconds)

Home - The Hill Kansas City

<https://thehillkc.com>

The Hill is a **Kansas City** gym and licensed CrossFit affiliate located in the heart of downtown **KC** on I-35 across from Boulevard Brewery.

Schedule

This schedule is for informational purposes. Please do not show ...

Drop Ins

We will complete workouts from the 2019 CrossFit Games Open ...

Coaches and Crew

Meet The Hill Kansas City's personal trainers, CrossFit ...

[More results from thehillkc.com »](#)

WODs

Our athletes are awesome and so are you! Here is a fun look ...

Programs

CrossFit Programs, Personal Training, Nutrition Programs ...

First Visit?

How to get started in a CrossFit or personal training program at ...

The Hill Kansas City - 19 Photos & 17 Reviews - Interval ...

<https://www.yelp.com> > ... > Gyms > Interval Training Gyms

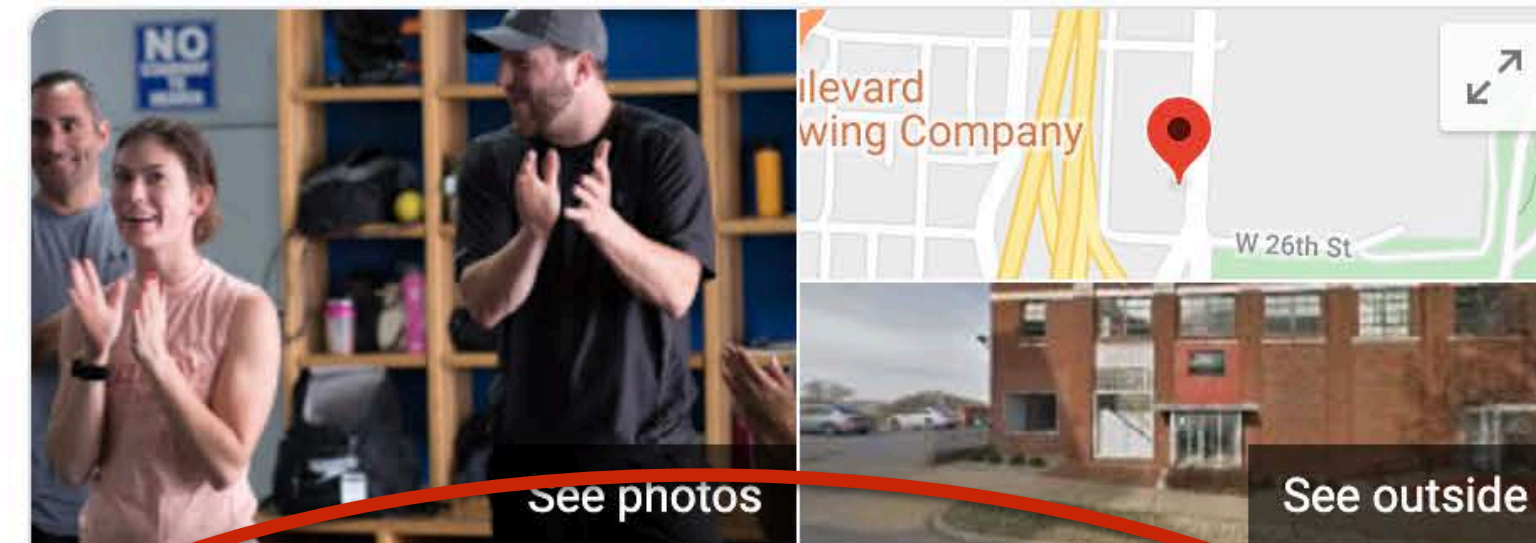
★★★★★ Rating: 5 - 17 reviews

Hands down best crossfit gym, period. CrossFit Memorial **Hill** introduced me to Crossfit when I lived in **Kansas City**. ... "Not sure, but since my first experience was at Crossfit Memorial **Hill**, it quickly became my favorite workout."

The Hills Apartments | Apartments in North Kansas City , MO

<https://www.thehillskc.com>

Check for available units at **The Hills** in **Kansas City** , MO. View floor plans, photos, and community amenities. Make **The Hills** your new home. Pet friendly no ...



The Hill Kansas City

Website

Directions

Save

5.0 ★★★★★ 218 Google reviews

Fitness center in Kansas City, Missouri

Address: 2540 W Pennway St, Kansas City, MO 64108

Hours: Open · Closes 7:45PM

Phone: (816) 945-6629

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Know this place? [Answer quick questions](#)

Questions & answers

Be the first to ask a question

[Ask a question](#)

Popular times

Thursdays

11 AM: Usually not too busy

REVIEWS AND ONGOING ACTIVITIES

1. Stay active on Google My Business

- Respond to reviews
- Use google posts to keep customers informed: <https://posts.withgoogle.com>
 - upload an image and short paragraph (up to 300 words)
- Get more reviews
 - Free Google Review Link Generator:
<https://whitespark.ca/google-review-link-generator/>

2. Publish new content regularly

***We do this every month for our clients**

Double up. 11Web is your digital marketing partner for big adventures in creative design, graphic design, and logos & branding. Find out more.

Sara Dunn

Sara Dunn. Sara has been a code junkie since junior high. After ...

Meet Your Team

Meet Your Team ... We're a virtual team of big achievers and ...

Contact

Contact. Have a quick question or hello? This is the place! If you're ...

[More results from 11web.com »](#)

About

About. 11Web is a digital marketing agency founded in ...

Blog – 11Web

11Web. A digital agency on a mission to help businesses ...

11Web, Author at 11Web

February 11, 2015 By 11Web Leave a Comment · Social ...

11Web.com - Home | Facebook

<https://www.facebook.com> › Places › Battle Creek, Michigan › Business Service ▾

★★★★★ Rating: 5 - 5 votes

11Web.com in Battle Creek, Michigan. Ready to double your business's online leads? — We're your partner in branding, websites, social media, email,...

11Web.com | LinkedIn

<https://www.linkedin.com/company/11web-com>

Learn about working at 11Web.com. Join LinkedIn today for free. See who you know at 11Web.com, leverage your professional network, and get hired.

Porsche launches 9:11 web-based magazine - MotorAuthority

www.motorauthority.com › News › News ▾

Apr 3, 2017 - Porsche has decided to honor its best-known model with a new online video magazine for all things related to the German sports car brand: ...

11 web design tools you can't live without | Creative Bloq

www.creativebloq.com/web.../10-web-design-tools-you-cant-live-without-51514957 ▾

Mar 13, 2017 - From Sketch to Affinity designer, here are 11 top design tools to transform your workflow.

Images for 11web



11WEB

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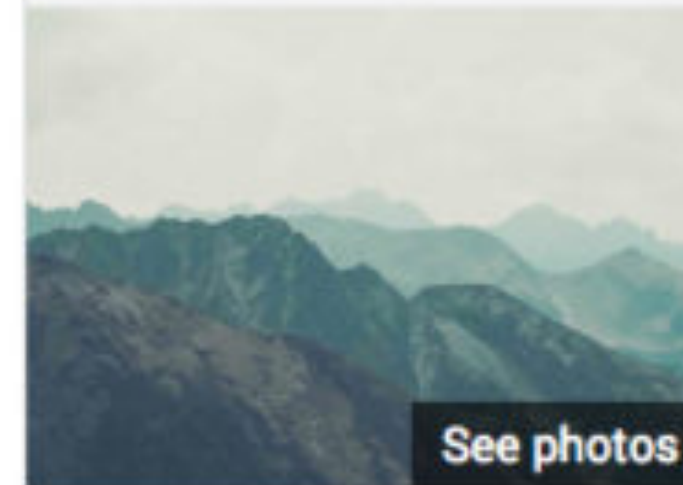


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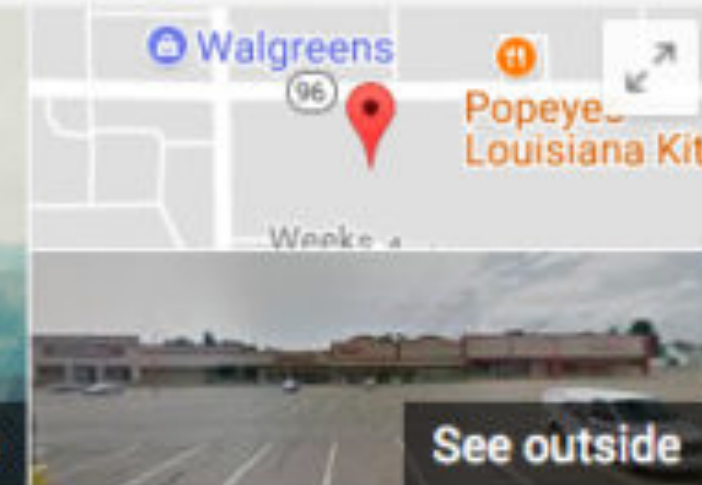
Edit information

Add photos

Do more with Google My Business



[See photos](#)



[See outside](#)

11Web ★

[Website](#)

[Directions](#)

5.0 ★★★★★ 7 Google reviews

Website designer in Battle Creek, Michigan

Address: 30 E Columbia Ave #F-1, Battle Creek, MI 49015

Hours: Open today · 8AM–5PM ▾

Phone: (269) 425-1145

[Suggest an edit](#)




11Web
on Google



Want your website or graphic design project to end with jaw-dropping results? Our Art Director, Kristin Arbuckle, is on the blog this month with her 5 tips for successful design projects!

25 mins ago

[Learn more](#)



**Follow this advice and I
guarantee you'll be ranking
better than 99% of your
competitors.**

A top-down view of a dark wooden desk. In the upper left, a tablet is partially visible. In the upper right, a laptop keyboard is shown. In the center, a pair of white earbuds lies on the desk. In the lower right, a glass cup of dark coffee sits on a saucer. The overall lighting is dim, creating a professional and focused atmosphere.

QUESTIONS?