

Resource Report – Google Local

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Are you listed on Google Local?

It's a good way to get people looking for legal services to visit your website.

[Here's what local results on Google look like for a search Conveyancing Bristol](#)

so you know what I am talking about.

Have you checked your website listing for each of your major search terms?

Do you appear in the top 7 results for Google?

[I read this article and various threads about](#)

local search marketing. (If you like detail it's worth a read).

The Magnificent 7

The summary is that local search results on Google i.e. may reduce from current 7 results to 5 results on the first page.

This has started in the US.

Which means more competition to be in the top 5 (i.e. where it matters).

It does seem that having links to other local properties such as shops/directories etc that are based in your area does help with the geographic certainty with which Google displays results.

So a strategy of more local links would be good.

I bet reviews also form part of the reason that local search results appear. Google likes reviews as this confirms a business exists.

And that's why local directories are also going to be important for you to link to.

So have you?...

- Got your address listed with various directories online.
- Claimed your listing at the local business center.
- Got reviews either at Google or elsewhere.
- Listed your business in the proper categories once it's been claimed.

No-one said it was going to be easy.

But someone has to do this stuff.

Because it will make you money.

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