


Local SEO Simplified by RankYa

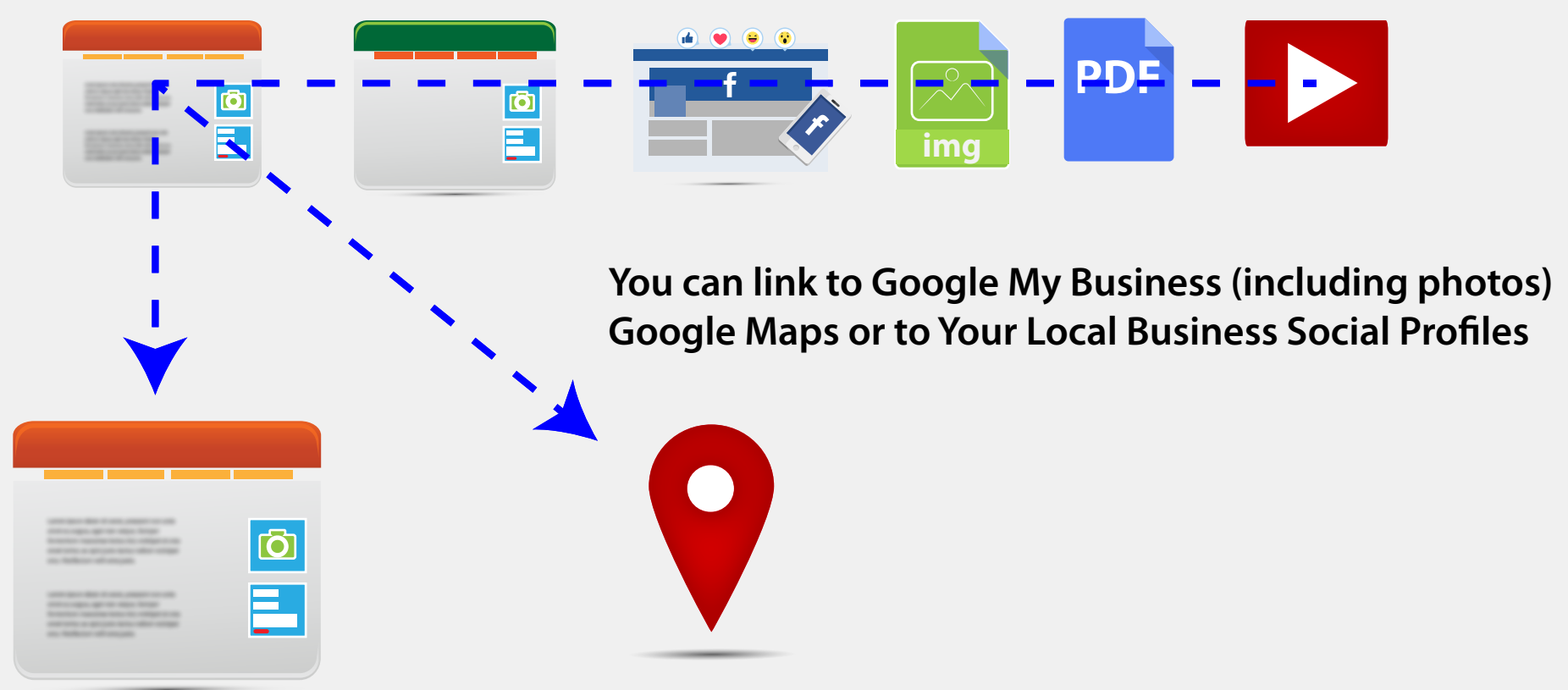
URL Structure for Local Rankings > Include Location > Branch-Out

www.example.com/areas-we-serve/Melbourne/CBD/ Its on specific landing page you rank local keywords

www.example.com/areas-we-serve/Melbourne/Prahran/

<pre><title>Local SEO Simplified Get Better Results Online</title></pre>	Title (Think! keywords & CTR)
<pre><meta name="description" content="Include keywords at the beginning but describe page content be bold entice higher click through rates" /></pre>	Meta Tags (Describe Page & use keywords)
Menu Menu Menu Menu	Nav Menu (easy to find & use)
<pre><h1>SEO Tutorials for for Local Business Owners - The #1 Guide </h1></pre>	Heading Tags (grab attention)
 <p>image file names can include keywords if appropriate</p>	Write for people first, and not Google, only then include keywords
Your first text block should contain keywords you are targeting. Use H2, h3 till h6 to break up content	
Make sure that your web copy contains synonyms also known as related words.	Include synonyms & variations
You can also use internal linking with target keywords SEO Tutorials	
<pre>SEO Tutorials</pre>	
Each Page Should Have Clear CTA	
footer section: Include Local Business Info Link to Google Map. Each URL if unique is better	

Images can give cues about LocalKeywords
Web forms must have minimum required fields



for each Backlink

Google Ranking Formula brought to you by RankYa

```
<a href="URL" title="ImportantKeyword">ImportantKeyword</a>
```

```
<a href="URL" title="DifferentKeyword/s">DifferentKeyword/s</a>
```

```
<a href="URL" title="KeywordSynonyms">KeywordSynonyms</a>
```

Follow RankYa because your Local Business will get better results online

<https://www.rankya.com/>