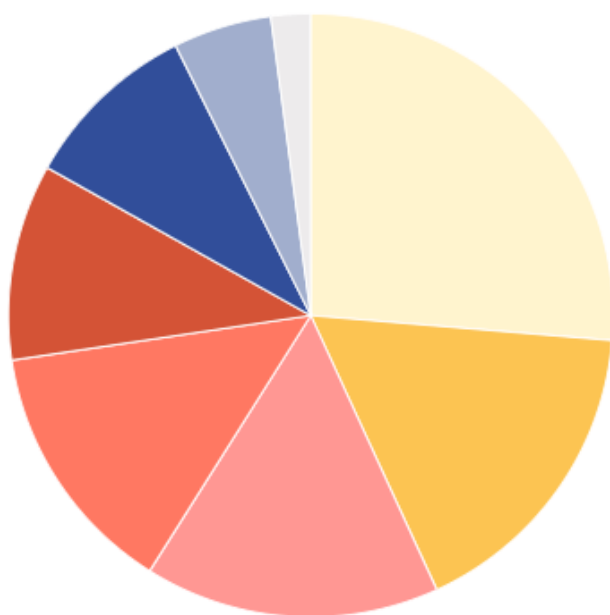


An aerial photograph of the New York City skyline, featuring numerous skyscrapers and the Chrysler Building prominently in the center. The image is overlaid with a semi-transparent blue filter. The text 'OUTRANK LOCAL SEO' is centered in the upper half of the image in a white, bold, sans-serif font.

OUTRANK LOCAL SEO

THE MAPS FOUNDATIONS

Google, Bing, Apple



1. **Google My Business Signals** (Proximity, categories, keyword in business title, etc.) **25.12%**
2. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **16.53%**
3. **Review Signals** (Review quantity, review velocity, review diversity, etc.) **15.44%**
4. **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) **13.82%**
5. **Citation Signals** (IYP/aggregator NAP consistency, citation volume, etc.) **10.82%**
6. **Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) **9.56%**
7. **Personalization** **5.88%**
8. **Social Signals** (Google engagement, Facebook engagement, Twitter engagement, etc.) **2.82%**

The backbone of search

GOOGLE MY BUSINESS

Local SEO really is the backbone of Search Engine Optimisation. Ranking signals that come from Google My Business have increased from 19% to over 25% over the last few years.

Google is constantly updating the Google My Business platform, which is why it's *vital* for both agencies and business owners to keep their listing up to date.

Don't disregard local Search, even if you're a national company. A strong local presence can be the difference in ranking even just a little higher in the SERPs.

We have over 1,000 clients who are currently on-board for local SEO, in every industry that you can think of. We really have impacted many SME's throughout the UK, and have generated some really fantastic results for our clients.

Updating the listings with new images, posts, and other content is no mean feat, but we do this day in, day out. With a team dedicated to optimising and managing Google My Business listings and other local SEO platforms such as Bing Places and Apple Maps, we're able to provide unparalleled local SEO services to all of our valued customers.

What's Actually INVOLVED?

- Profile call to gain access to, or verify the listing
- 750 character description
- Optimised company title
- Relevant business categories
- Specific area(s) covered added
- Opening hours added or updated
- URL and appointment URL declared
- New images and videos uploaded (if available)
- Previous Reviews responded to accordingly
- Attributes and amenities added (if available)
- Services section populated and optimised

OVER 1,000 LOCAL SEO CLIENTS

We've impacted SME's throughout the UK in every industry

*No guarantees of search engine rankings can be given

Evidence RESULTS

- Monthly and quarterly reports available on demand
- Direct calls from the listing shown
- Impressions and the number of views the listing has received
- Clicks to your website evidenced
- Direction requests shown
- Search queries that the listing is being found for & much more

DID YOU KNOW?

Over 56% of local businesses have *NOT* claimed their Google My Business listing



Google My Business

Bing Places

OPTIMISATION

Google isn't the only search engine available, and many consumers choose to use Bing. The local SEO tool available to business owners through Bing is Bing Places; similar to Google My Business, it allows businesses to have a local presence on Bing.

There are many features available on a Bing Places listing, such as a business description, images, contact information, opening hours, social media links and any special deals or offers that the business is currently offering.

Providing consumers with as much information as possible is vital and including a properly-optimised business description increases the chance that your business will be found within the SERPs.



Apple Maps

OPTIMISATION

Apple Maps is a great tool for businesses within any industry, especially businesses within the hospitality industry. Providing any iPhone or other Apple product users with the ability to request directions to a business and view any businesses on the map within their surrounding areas, it really is a tool that should be utilised when providing local SEO services. With social media links, the apple pay option, categories, address, opening hours and even the ability to add a link to your app (if you have one), you're able to provide clients with a lot of useful information about your business.



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THE TOOTH SPA

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THE CUSHION GUYS

COLTRACO ULTRASONICS

WE ARE RATED 4.9 / 5 STARS ON GOOGLE

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