

@greggifford

DEALERON

A woman with short brown hair, wearing dark sunglasses and a black leather jacket over a white shirt, is shouting with her mouth wide open. She is positioned in the center of the image against a dark, textured background.

Local SEO

Don't Risk Your Business

SEN
SearchEngineNews.com

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DEALERON

Local
SE

SEO

(& social media)

LOOK!

dealeron.com/blog

(weekly tip videos)

SEN™
SearchEngineNews.com

Used Cars - 1980

@greggifford

DEALERON

A painting of a cowboy in a brown vest and hat holding a revolver in his right hand. He is looking down at a small orange kitten he is holding in his left arm. They are standing in a dusty, open landscape.

Bullets
KILL
Kittens

SEN
SearchEngineNews.com

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DEALERON



Including 136 references to
comedy movies, with at least
one movie for every year
in the last 50 years!

SEN
SearchEngineNews.com™

Title & release date ↘
Risky Business - 1983

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DEALERON



SEN
SearchEngineNews.com™

Army of Darkness - 1992

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DEALERON



SEN
SearchEngineNews.com™

Monty Python and the Holy Grail - 1975

@greggifford

DEALERON



SEN
SearchEngineNews.com™

Dude, Where's My Car? - 2000

@greggifford

DEALERON



SEN
SearchEngineNews.com

Ted - 2012

@greggifford

DEALERON



SEN
SearchEngineNews.com™

Clueless - 1995

@greggifford

DEALERON

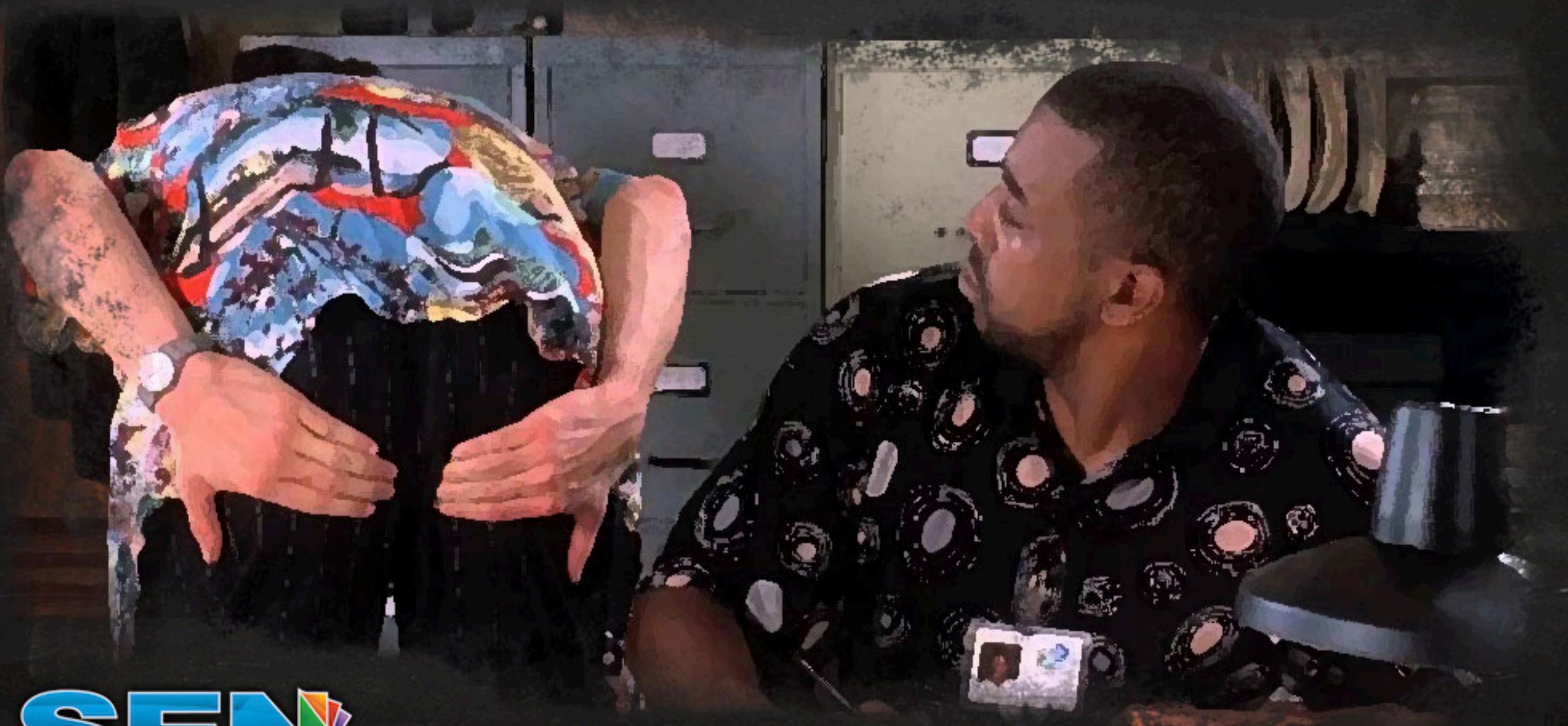


SEN
SearchEngineNews.com™

So I Married an Axe Murderer - 1993

@greggifford

DEALERON



SEN
SearchEngineNews.com™

Ace Ventura: Pet Detective - 1994

@greggifford

DEALERON

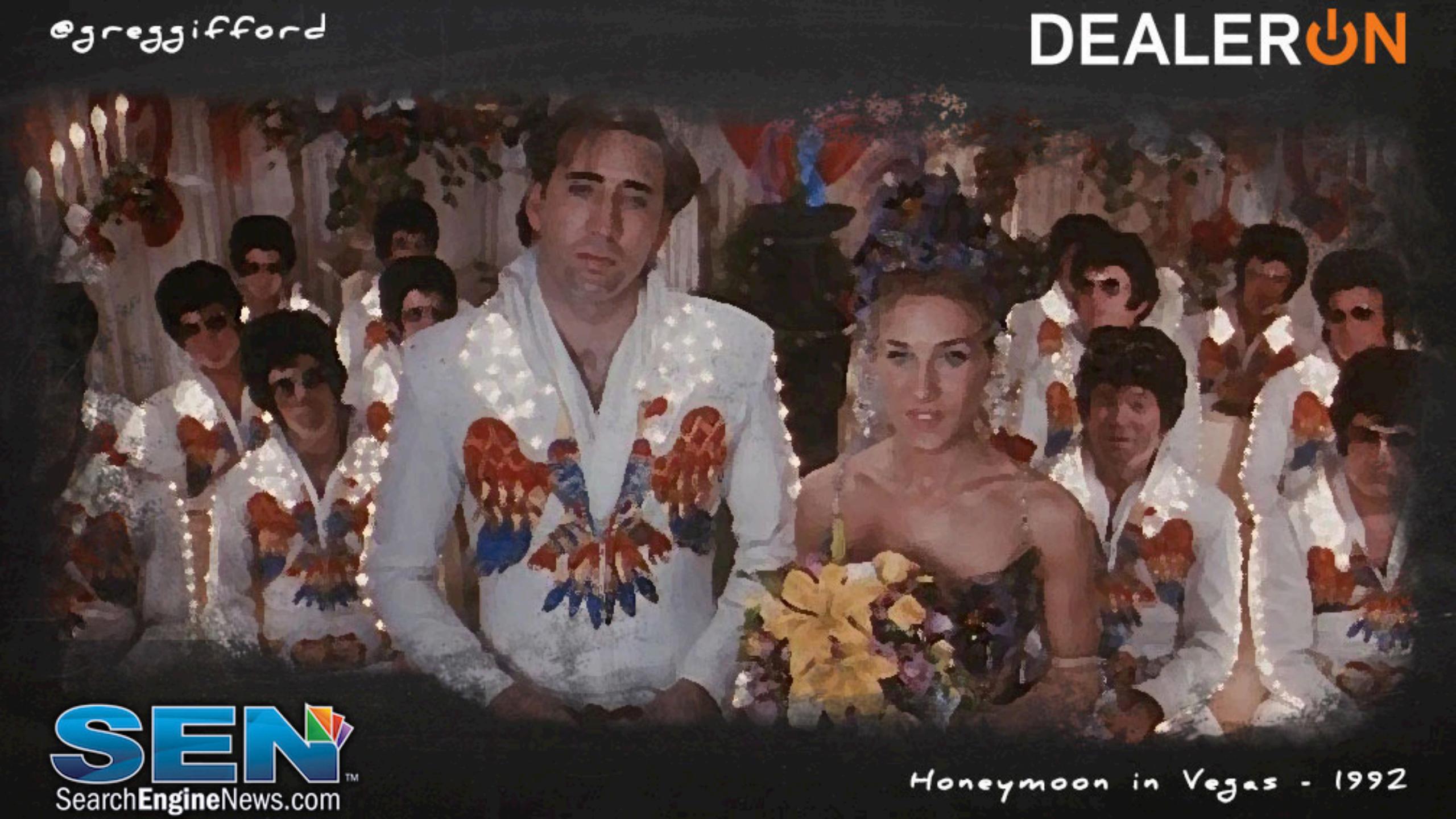


SEN
SearchEngineNews.com™

The Princess Bride - 1987

@greggifford

DEALERON



SEN
SearchEngineNews.com™

Honeymoon in Vegas - 1992

@greggifford

DEALERON



SEN
SearchEngineNews.com™

Tommy Boy - 1995

@greggifford

DEALERON



Organic traffic is your biggest source
of website traffic and leads...

SEN
SearchEngineNews.com™

Batman - 1966

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DEALERON



So why aren't you investing more in SEO?

SEN
SearchEngineNews.com™

Doctor Dolittle - 1967

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DEALERON



The days of being successful
with “just a website” are long gone

SEN
SearchEngineNews.com™

The Producers - 1968

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DEALERON

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Traditional SEO: Doing things to a website
to get it to show up when someone searches
certain keywords



Local SEO: Doing things to a website
to get it to show up when someone searches
in a particular geographic area

@greggifford

DEALERON

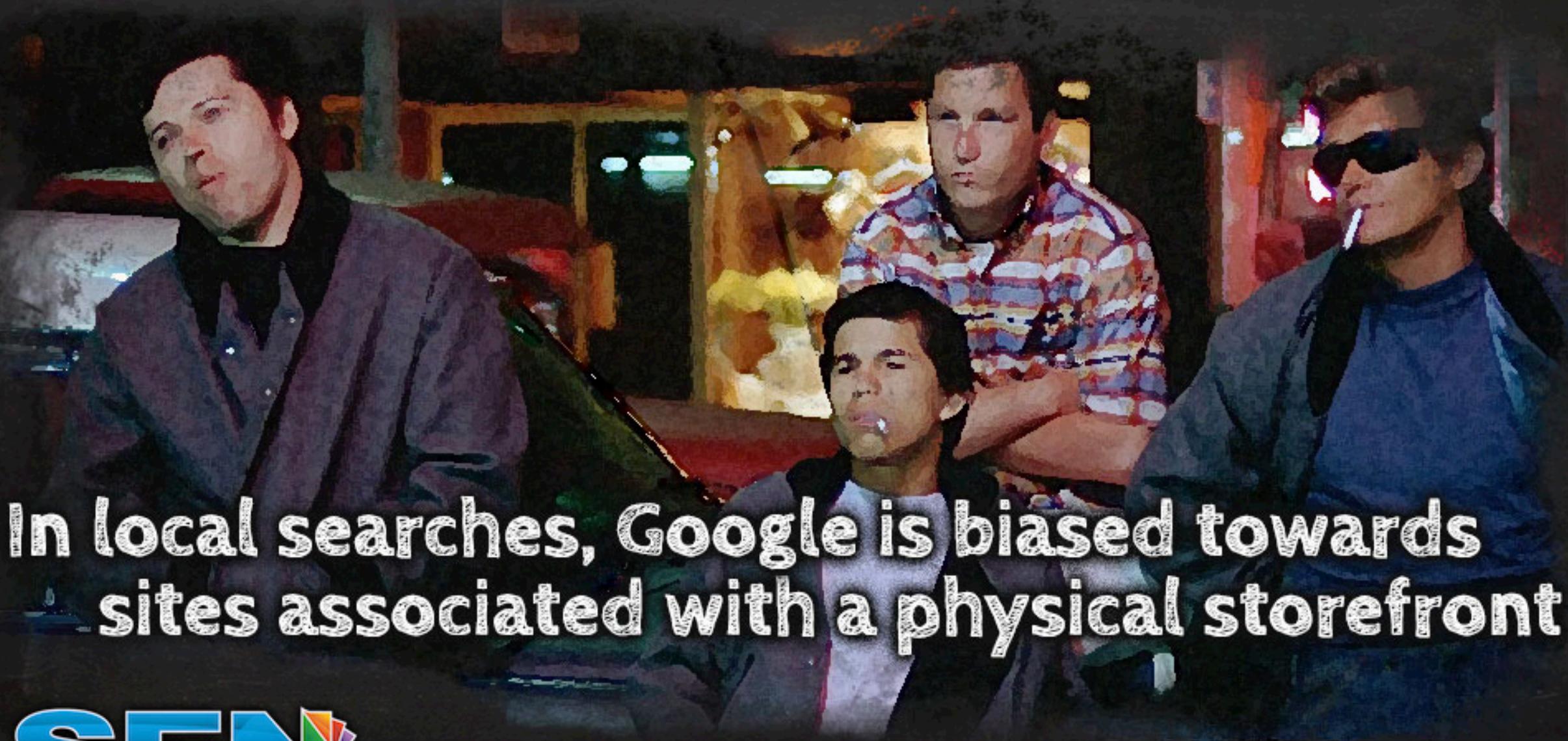


Need help explaining how Local SEO works?
Use pizza delivery

SEN
SearchEngineNews.com™

Pizza shows how Local SEO works: bit.ly/local-seo-pizza

What's Up, Doc? - 1972



In local searches, Google is biased towards
sites associated with a physical storefront

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DEALERON

A painting of a group of cowboys on horseback in a desert landscape. They are wearing various hats and clothing, including a man in a red coat and a man in a blue shirt. Some have rifles. The scene is set against a backdrop of mountains and a dirt road.

If you do Local SEO, it's a lot easier to create
awesome, relevant website content

SEN
SearchEngineNews.com™

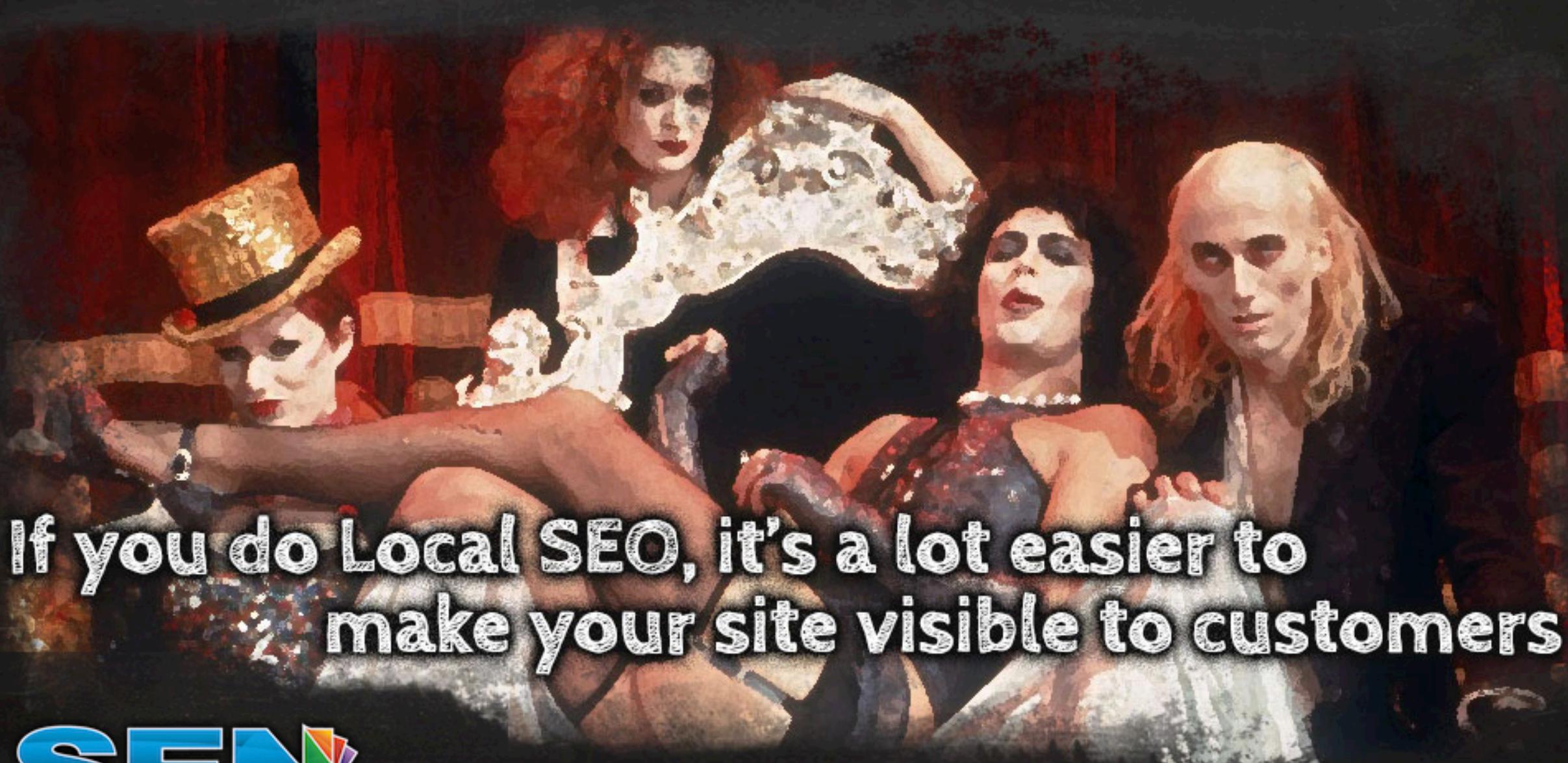
Blazing Saddles - 1974



If you do Local SEO, it's a lot easier to build
awesome, relevant links to your site

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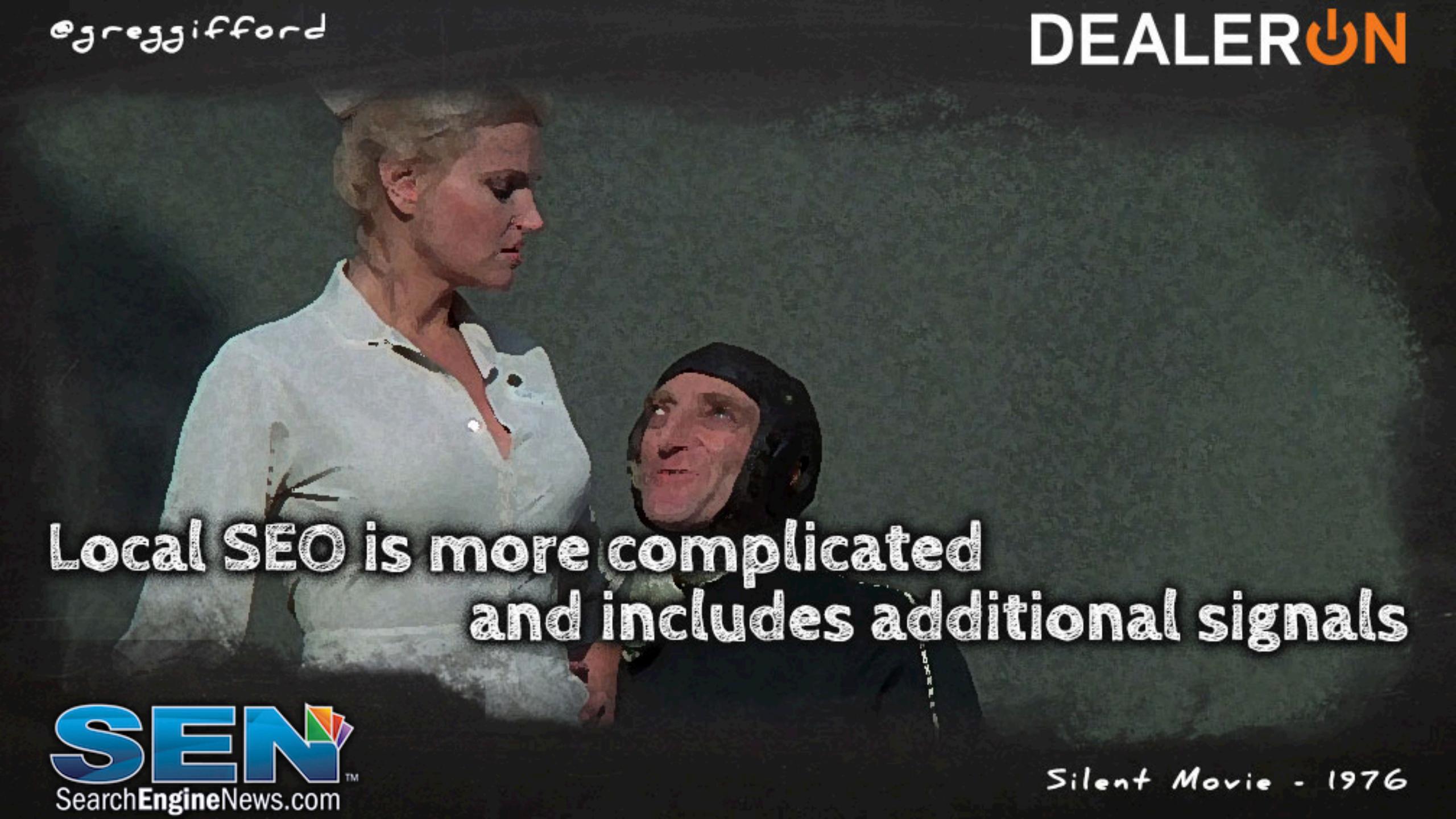
DEALERON



If you do Local SEO, it's a lot easier to
make your site visible to customers

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The Rocky Horror Picture Show - 1975



Local SEO is more complicated
and includes additional signals

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Things continue to get more complicated
because Google keeps changing the game

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Silver Streak - 1976

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DEALERON



Google updates require strategy changes:

SEN
SearchEngineNews.com™

The Pink Panther Strikes Again - 1976



Google updates require strategy changes:
Panda update (bad content)

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DEALERON



Google updates require strategy changes:
Penguin update (bad links)

SEN
SearchEngineNews.com™

Billy Madison - 1995

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DEALERON



Google updates require strategy changes:
Hummingbird update (semantic search)

SEN
SearchEngineNews.com™

Freaky Friday - 1976

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DEALERON



Google updates require strategy changes:
Pigeon update (local search)

SEN
SearchEngineNews.com™

High Anxiety - 1977

@greggifford

DEALERON



Google updates require strategy changes:
Google My Business Quality Guidelines

SEN
SearchEngineNews.com™

Slap Shot - 1977

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DEALERON



April 2014

Add a descriptor to your business name

SEN
SearchEngineNews.com™

National Lampoon's Animal House - 1978

@greggifford

DEALERON



SEN
SearchEngineNews.com™

Revenge of the Pink Panther - 1978

@greggifford

DEALERON



New GMB dashboard rollout - June 2014
Now 10 categories... use them all!

SEN
SearchEngineNews.com™

The Cat From Outer Space - 1978

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DEALERON



GMB Guidelines - Dec. 2014

Choose only the most specific categories

SEN
SearchEngineNews.com™

Meatballs - 1979

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DEALERON

On site signals

Google updates require strategy changes
No more local 7 pack

SEN
SearchEngineNews.com

Airplane! - 1980

Motorcars Hondamotorcarshonda.com

4.8 ★★★★★ 282 Google reviews · Google+ page

Motorcars Toyotamotorcarstoyota.com

4.7 ★★★★★ 226 Google reviews · Google+ page

Masters Auto Saleswww.mastersautosales.com

4.7 ★★★★★ 58 Google reviews · Google+ page

Autos Direct Onlinewww.autosdirectonline.com

4.2 ★★★★★ 149 Google reviews · Google+ page

METRO TOYOTAwww.metrotoyota.com

4.4 ★★★★★ 68 Google reviews · Google+ page

Axelrod Buick GMCwww.axelrodbuickgmc.com

4.7 ★★★★★ 47 Google reviews · Google+ page

Spitzer Motor City Incwww.spitzerchryslerdodgejeepram.com

4.1 ★★★★★ 21 Google reviews

[Map results for cleveland car dealers](#)

A 2953 Mayfield Road
Cleveland Heights, OH
(216) 932-2400

B 2950 Mayfield Rd
Cleveland, OH
(216) 321-9100

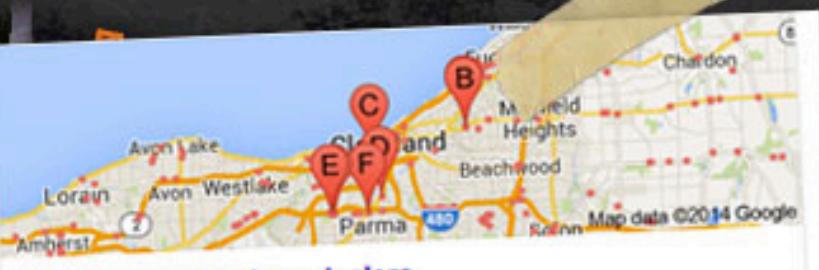
C 4910 Detroit Ave
Cleveland, OH
(216) 281-7731

D 4371 Pearl Rd
Cleveland, OH
(216) 393-4590

E 13775 Brookpark Rd
Brook Park, OH
(216) 267-7000

F 6603 Brookpark Rd
Parma, OH
(216) 661-5060

G 13001 Brookpark Rd
Cleveland, OH
(216) 267-2100

**Used Car Sales In Cleveland**cleveland-oh.auto.com/Find Used Car Sales In Cleveland.
See Local Listings, Prices, & Pics!**Cars.com Cleveland**www.cars.com/ClevelandFind the Right Car for You. Search
Vehicle Listings Now!**Visit Hyundai Of Bedford**www.hyundaiofbedford.com/Learn More About The 2014 Sonata
190 HP, Standard Alloy Wheels.[See your ad here >](#)

anges
cal 7 pack

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DEALERON

Motorcars Honda
motorcarshonda.com
4.8 ★★★★★ 282 Google reviews · Google+ page

Motorcars Toyota
motorcarstoyota.com
4.7 ★★★★★ 226 Google reviews · Google+ page

Masters Auto Sales
www.mastersautosales.com
4.7 ★★★★★ 58 Google reviews · Google+ page

Autos Direct Online
www.autosdirectonline.com
4.2 ★★★★★ 149 Google reviews · Google+ page

METRO TOYOTA
www.metrotoyota.com
4.4 ★★★★★ 68 Google reviews · Google+ page

Axelrod Buick GMC
www.axelrodbuickgmc.com
4.7 ★★★★★ 47 Google reviews · Google+ page

Spitzer Motor City Inc
www.spitzerchryslerdodgejeepram.com
4.1 ★★★★★ 21 Google reviews

Map results for cleveland car dealers

A 2953 Mayfield Road
Cleveland Heights, OH
(216) 932-2400

B 2950 Mayfield Rd
Cleveland, OH
(216) 321-9100

C 4910 Detroit Ave
Cleveland, OH
(216) 281-7731

D 4371 Pearl Rd
Cleveland, OH
(216) 393-4590

E 13775 Brookpark Rd
Brook Park, OH
(216) 267-7000

F 6603 Brookpark Rd
Parma, OH
(216) 661-5060

G 13001 Brookpark Rd
Cleveland, OH
(216) 267-2100

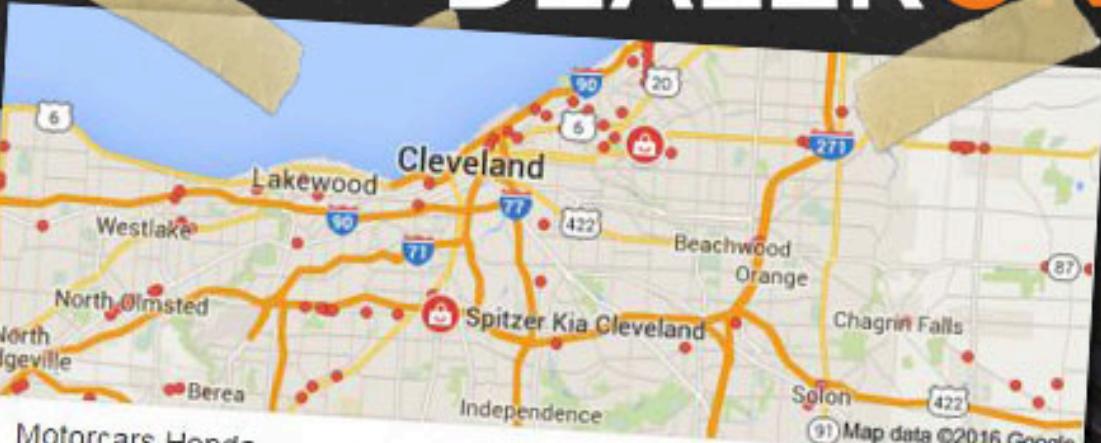
Map for cleveland

Used Car Sales
cleveland-oh.UsedCarSales.com
Find Used Car Sales
See Local Listings

Cars.com Classifieds
www.cars.com/classifieds
Find the Right Cars
Vehicle Listings

Visit Hyundai
www.hyundai.com
Learn More About
190 HP, Standard

See your ad here



Motorcars Honda
4.7 ★★★★★ (455) - Honda Dealer
2953 Mayfield Rd · (216) 932-2400
Open until 8:00 PM

Website

Directions

Spitzer Kia Cleveland
3.6 ★★★★★ (29) - Car Dealer
3414 Brookpark Rd · (216) 356-4100
Open until 8:00 PM

Website

Directions

Motorcars Toyota
4.8 ★★★★★ (447) - Toyota Dealer
2950 Mayfield Rd · (216) 321-9100
Open until 8:00 PM

Website

Directions

More places

@greggafford

DEALERON

Google Cleveland car dealers

Back to web results for cleveland car dealers

Motorcars Honda
4.7 ★★★★★ 403 reviews
Honda Dealer - Mayfield Rd
Open until 6:00 pm

Motorcars Toyota
4.7 ★★★★★ 389 reviews
Toyota Dealer - Mayfield Rd
Open until 6:00 pm

Masters Auto Sales
4.7 ★★★★★ 60 reviews
Used Car Dealer - Detroit Ave
Open until 7:00 pm

Metro Toyota
4.4 ★★★★★ 83 reviews
Toyota Dealer - Brookpark Rd
Open until 6:00 pm

Axelrod Buick GMC
4.7 ★★★★★ 82 reviews
GMC Dealer - Brookpark Rd
Open until 6:00 pm

Spitzer Chrysler Jeep Dodge Ram Cleveland
4.4 ★★★★★ 23 reviews
Car Dealer - Brookpark Rd
Open until 6:00 pm

Ganley Ford West
4.1 ★★★★★ 26 reviews
Ford Dealer - Lorain Ave
Open until 6:00 pm

Spitzer Kia Cleveland

Motorcars
4.8 ★★★★

Motorcars
4.7 ★★★★

Masters
www.mast...
4.7 ★★★★

Autos
www.auto...
4.2 ★★★

METRO
www.met...
4.4 ★★★★

Axelrod
www.axe...
4.7 ★★★

Spitzer
www.sp...
4.1 ★★★

Map re...

S™
SearchEngineNews.com

Motorcars Honda

4.7 ★★★★★ 403 Google reviews
Honda Dealer

Address: 2953 Mayfield Rd, Cleveland Heights, OH 44118

Phone: (216) 932-2400

Hours: Open today - 9:00 am - 6:00 pm

[Website](#) [Directions](#)

Review summary

4.7
★★★★★ 403 reviews

"Definitely the best new car buying experience I've ever had."

"In assisting us with great service on our 2007 Honda Civic on Monday 10/27/14."

"One of the best customer service experiences I've ever had in a service shop."

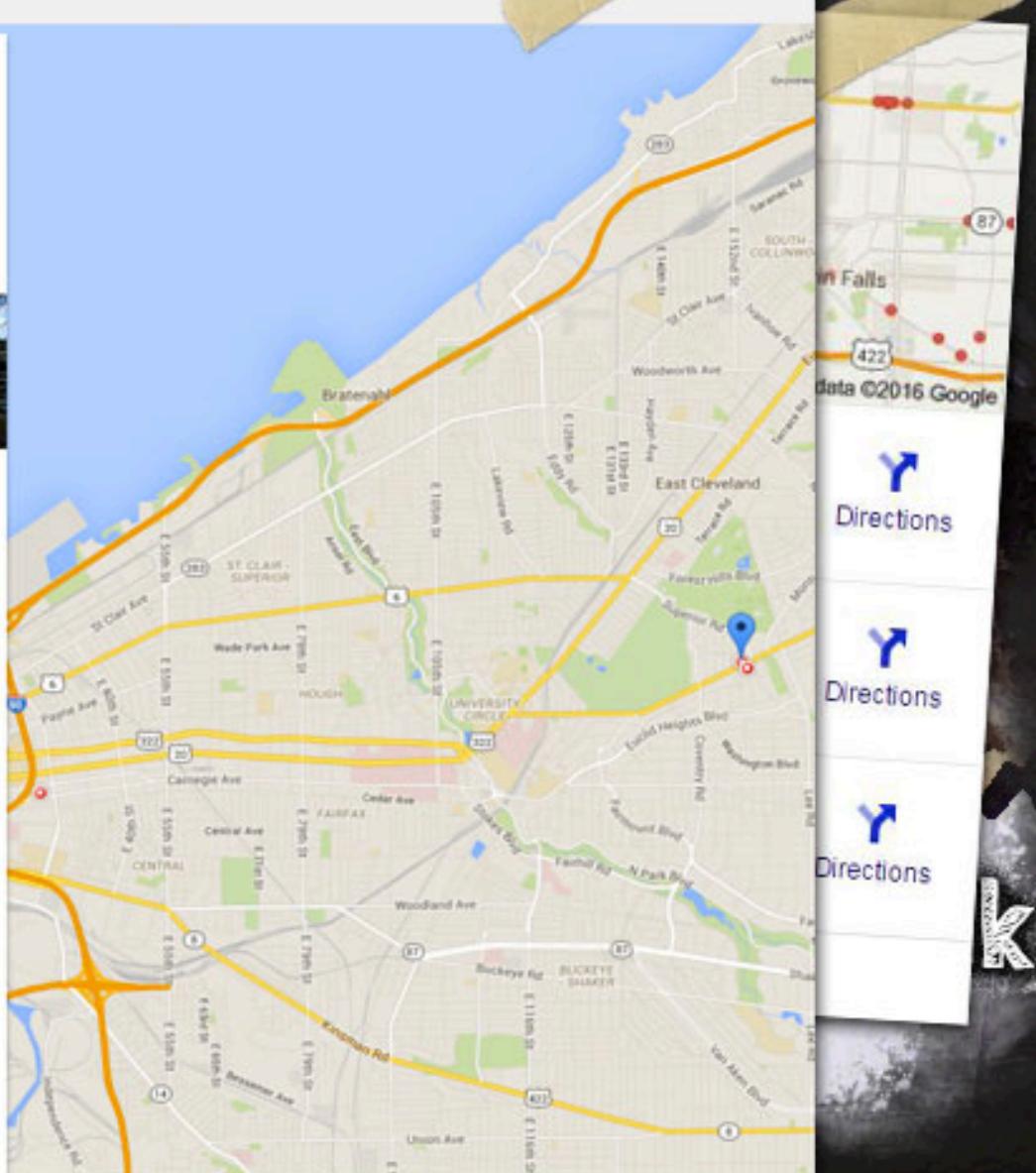
Google reviews

svct2008 In the last week

★★★★★ Michael Lesko, a fun experience of car purchasing! We were planning to purchase a new Honda Civic for our daughter, and I sent request for quote online, got zillion offers. Michael was the first person called us, and allowing us to pick time we ... [More](#)

Kent Stumpe In the last week

★★★★★ We worked out all our arrangements and negotiated with Joe Pachoncino via this internet. Milk out a good price, and there were no



Airplane! - 1980

@greggifford

DEALERON



You need a staff member dedicated to SEO

SEN
SearchEngineNews.com

Stripes - 1981

@greggifford

DEALERON



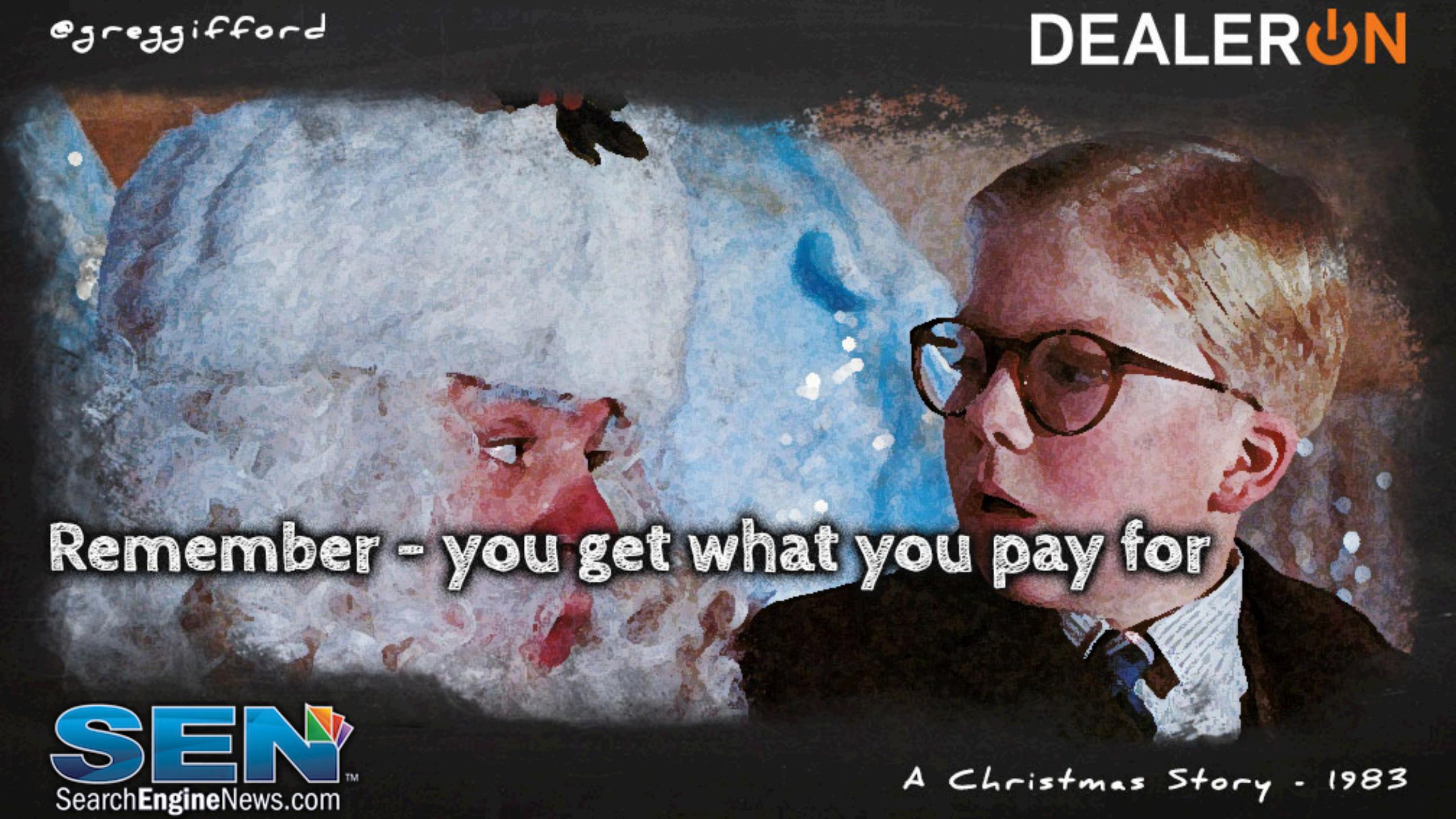
Or you need to hire an SEO provider

SEN
SearchEngineNews.com™

The Toy - 1982

@greggifford

DEALERON

A painting of the main character from "A Christmas Story," Ralphie Parker, wearing his iconic red-and-white plaid jacket and round glasses. He is looking slightly to the left with a neutral expression. The background is a textured, light blue-grey.

Remember - you get what you pay for

SEN
SearchEngineNews.com™

A Christmas Story - 1983

@greggifford

DEALERON



A provider who's good enough... isn't

SEN
SearchEngineNews.com™

Mr. Mom - 1983

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DEALERON



You've got to go to conferences
to keep up with best practices

SEN
SearchEngineNews.com™

SEO conference list: bit.ly/2016conferences

National Lampoon's European Vacation - 1985

@greggifford

DEALERON

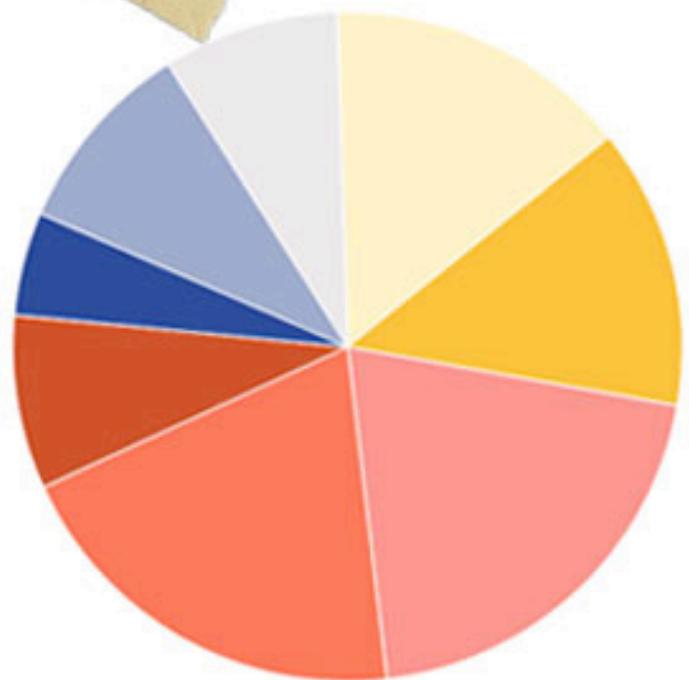


2015 Local Search Ranking Factors

from Moz

SEN
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The Goonies - 1985



My Business Signals (14.7%)
(Categories, Keyword in Business Title, Proximity, etc.)

External Loc. Signals (13.6%)
(IYP/aggregator NAP consistency, Citation Volume, etc.)

On-page Signals (20.3%)
(Presence of NAP, Keywords in Titles, Domain authority, etc.)

Link Signals (20.0%)
(Inbound anchor text, Linking domain authority, Linking domain quantity, etc.)

Review Signals (8.4%)
(Review quantity, Review velocity, Review diversity, etc.)

Social Signals (5.0%)
(Google+ authority, Facebook likes, Twitter followers, etc.)

Behavioral/Mob. Signals (9.5%)
(Clickthrough rate, Mobile clicks to call, Check-ins, Offers, etc.)

Personalization (8.5%)

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On site signals

20.3% of the LSRF



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Once Bitten - 1985

On site signals

Content is THE most important signal

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On site signals

It's about QUALITY, not quantity

SEN
SearchEngineNews.com™

Real Genius - 1985

@greggifford

DEALERON

On site signals

Stop pushing out so much crappy content!

SEN
SearchEngineNews.com™

Spies Like Us - 1985

@greggifford

DEALERON

On site signals

Stop trying to fool the nerds at Google!

SEN
SearchEngineNews.com™

Weird Science - 1985

On site signals

Stop trying to fool the nerds at Google!

(yes, that's Iron Man)

@greggifford

DEALERON

On site signals

Your content needs to be unique and useful

SEN
SearchEngineNews.com™

Summer Rental - 1985

@greggifford

DEALERON

On site signals

"We treat our customers like family"

SEN
SearchEngineNews.com™

Teen Wolf - 1985

@greggifford

DEALERON

On site signals

"We're family owned!"

SEN
SearchEngineNews.com™

Transylvania 6-5000 - 1985

@greggifford

DEALERON

On site signals

A man with dark hair and a mustache, wearing a red zip-up hoodie over a white t-shirt, stands in front of a large waterfall. He has a serious expression and is looking slightly upwards and to the right. The background is a misty, grey waterfall.

“No haggle pricing!”

“Up front pricing!”

SEN
SearchEngineNews.com™

Volunteers - 1985

@greggifford

DEALERON

On site signals

"State of the art showroom!"

SEN
SearchEngineNews.com™

Back to School - 1986

@greggifford

DEALERON

On site signals

Don't be like everyone else!

SEN
SearchEngineNews.com™

Ferris Bueller's Day Off - 1986

@greggifford

DEALERON

On site signals

The most important question to ask:
Why do you DESERVE to rank?



Soul Man - 1986

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DEALERON

On site signals

On site elements to optimize:

SEN
SearchEngineNews.com™

iThree Amigos! - 1986

On site signals

On site elements to optimize:
City/ST in title tag

@greggifford

DEALERON

On site signals

On site elements to optimize:
City/ST in H1 heading

On site signals

On site elements to optimize:
City/ST in page content

On site signals



On site elements to optimize:
.City/ST in image alt text

On site signals

On site elements to optimize:
City/ST in URL

@greggifford

DEALERON

On site signals

On site elements to optimize:
City/ST in meta description

SEN
SearchEngineNews.com™

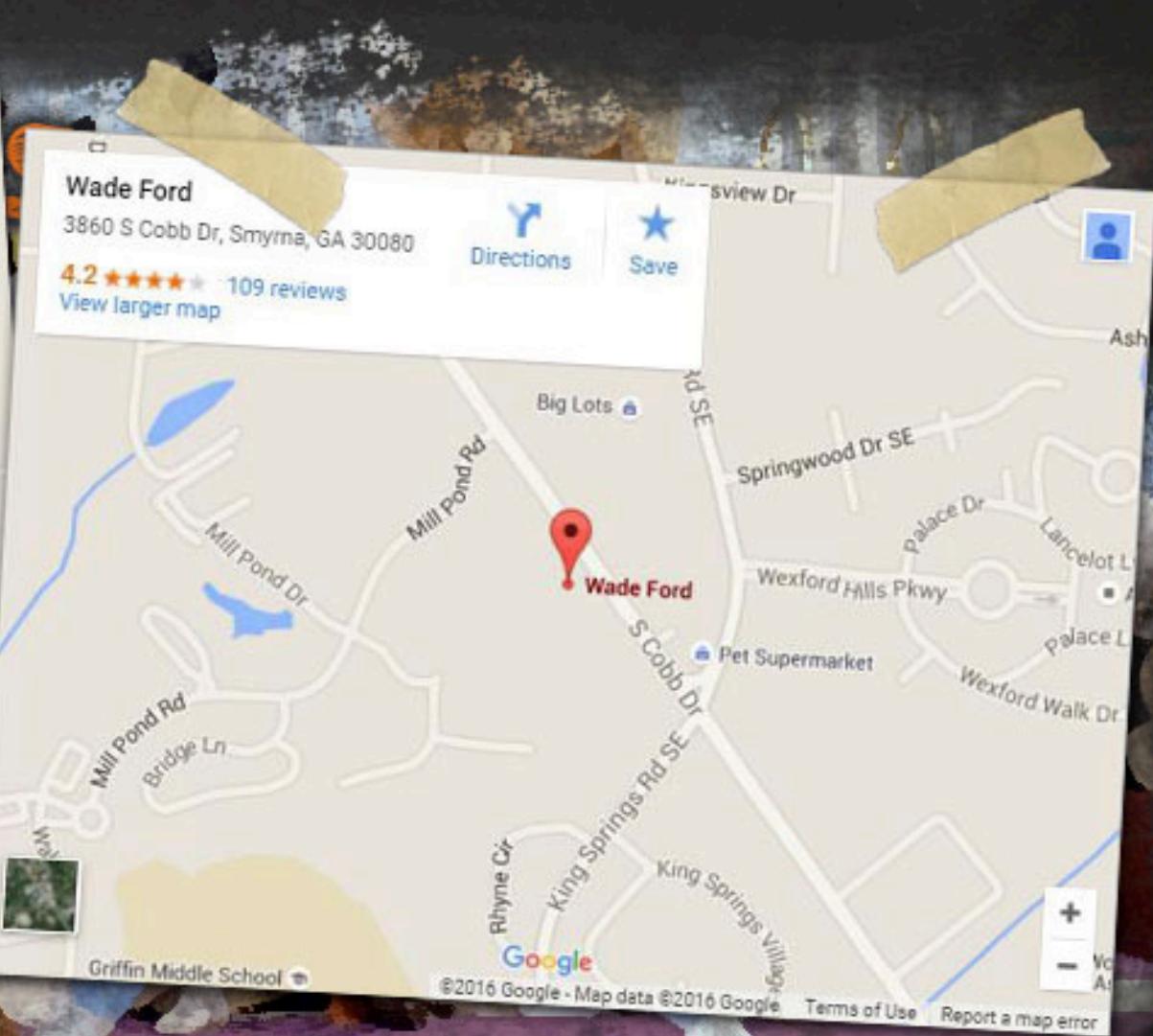
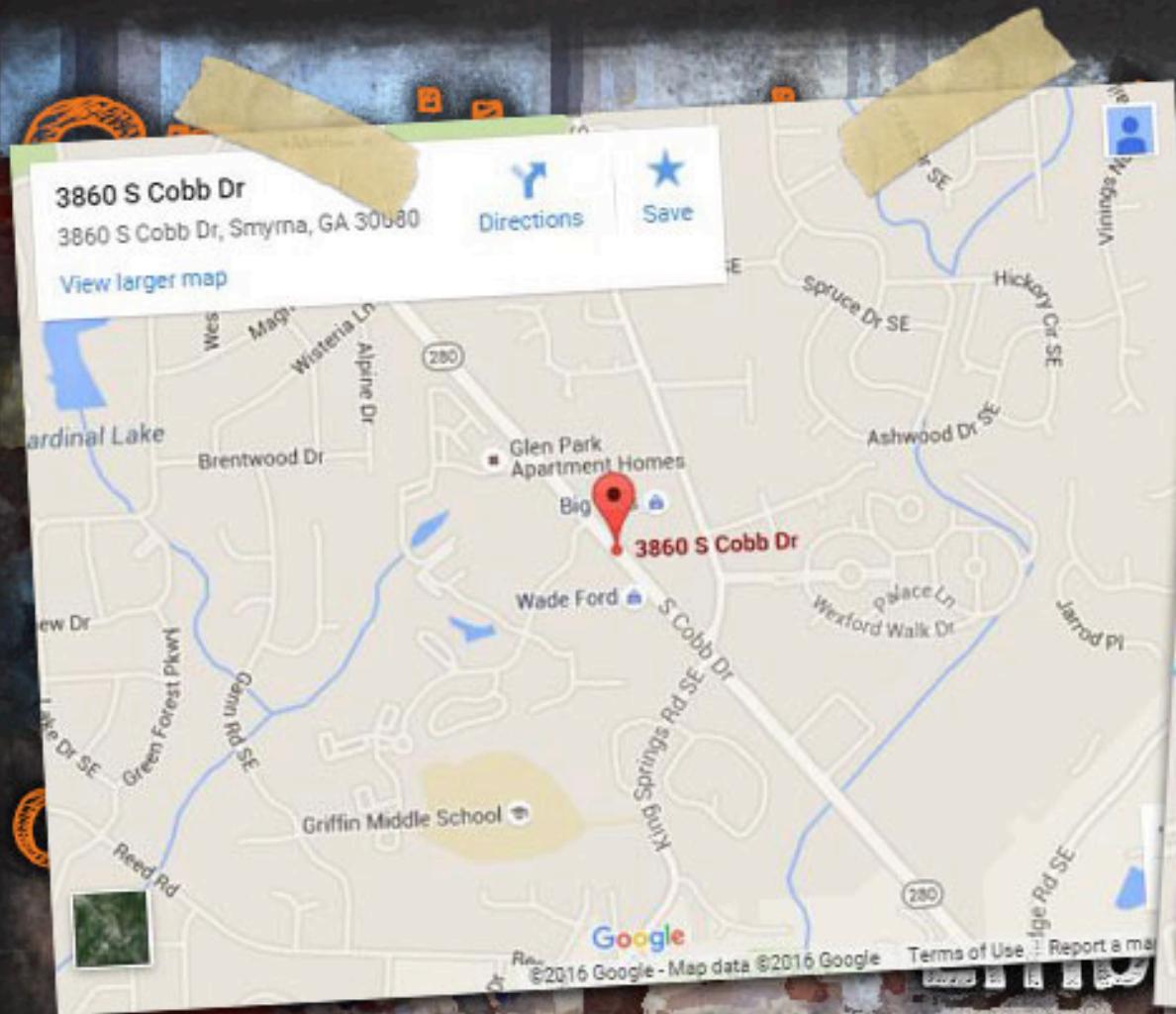
Spaceballs - 1987

On site signals

On site elements to optimize:
Embedded Google map

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DEALERON



SEN
SearchEngineNews.com™

Big - 1988

On site signals

On site elements to optimize:
NAP on every page, marked up with schema

On site signals

On site elements to optimize:
You MUST use a local phone number

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DEALERON

On site signals



Yes... That means no call tracking!

SEN
SearchEngineNews.com™

Coming to America - 1988

On site signals

What would you rather have?
A lot of data you don't use, or more calls?

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DEALERON

On site signals

If you HAVE to do call tracking,
there's only one way to do it safely

SEN
SearchEngineNews.com™

Scrooged - 1988

On site signals

If you HAVE to do call tracking:
It must be a local number

@greggifford

DEALERON

On site signals

If you HAVE to do call tracking:
You must own the number

SEN
SearchEngineNews.com™

Bill & Ted's Excellent Adventure - 1989

On site signals

If you HAVE to do call tracking:
You must use the same number everywhere

On site signals

On site elements to optimize:
You MUST have a blog

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DEALERON

On site signals

You've got to blog regularly.

SEN
SearchEngineNews.com™

Weekend at Bernie's - 1989

On site signals



You need to post things that people
actually want to read

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DEALERON

On site signals

A close-up photograph of a man's face, looking slightly downwards and to his right with a thoughtful expression. He has short brown hair and is wearing a red jacket. In the background, a street sign is visible against a clear blue sky.

Make your blog a local destination

SEN
SearchEngineNews.com™

Local blog post ideas: bit.ly/local-content-ideas

City Slickers - 1991

On site signals

A woman with blonde hair, wearing a black top, is shown from the chest up. She has a shocked or worried expression, with her hands resting against her cheeks. The background is dark and out of focus.

Want to show up in nearby cities?
Use local content silos

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DEALERON

Link signals

20% of the LSRF



SEN
SearchEngineNews.com™

Encino Man - 1992

@greggifford

DEALERON

Link signals

A man in a suit and tie is shown from the chest up, looking thoughtfully down at a small American flag he is holding. He is wearing a white shirt and a dark jacket. The background is a textured, light-colored wall.

Links are no longer simply a numbers game

SEN
SearchEngineNews.com™

Hot Shots! - 1991

Link signals

Traditional link builders only go after links
from sites with high Domain Authority

@greggifford

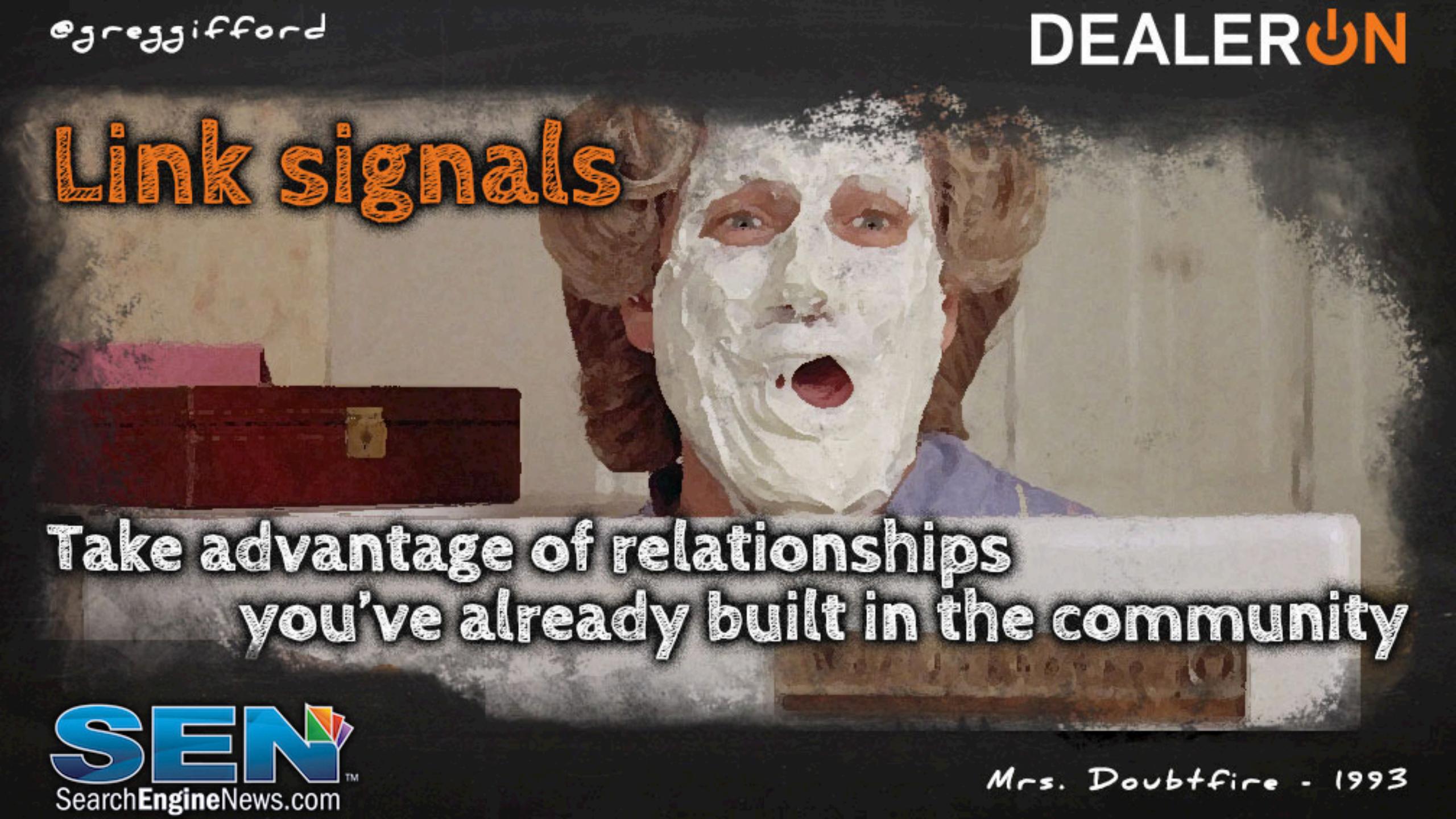
DEALERON

Link signals
Pro link building tip:
Links from low DA
local sites are pure
gold for Local SEO

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Groundhog Day - 1993

Link signals



Take advantage of relationships
you've already built in the community

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Link signals

A group of six boys from the movie "The Sandlot" are shown from the chest up, looking towards the right with expressions of surprise or concern. They are standing in front of a wooden fence and a brick wall. The boy on the far left wears a blue t-shirt. The boy next to him wears a striped shirt. The boy in the center wears glasses and a striped shirt. The boy to his right wears a red baseball cap and a plaid shirt. The boy second from the right wears a green baseball cap and a patterned shirt. The boy on the far right wears a white t-shirt.

Take advantage of things
your business is already doing

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The Sandlot - 1993

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Link signals



Need help with ideas for local links?



Link ideas on Search Engine Land: bit.ly/local-link-ideas

Airheads - 1994

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Link signals

Use Open Site Explorer for link research



Open Site Explorer: moz.com/researchtools/ose

Clerks - 1994

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Link signals

GENERAL
COURSES

DEALERON

Pro tip:

Don't point all your links at your home page!

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Google My Business Signals

14.7%*** of the LSRF

Google My Business signals

A man with short brown hair, wearing a brown zip-up hoodie, is looking directly at the camera with a wide-eyed, shocked expression. Several small, glowing blue spheres are floating around him, some near his head and others near his hands. The background is dark and out of focus.

Google is rolling out an update to Google+
that removes ALL location info from GMB

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Google My Business Signals

BUT - you'll still need to claim your location

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The Cable Guy - 1996

Google My Business signals



Need help getting claiming your location?
Use Google phone support

Google My Business signals

You MUST use a local number,
and it MUST match the number on your site

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Citation signals

13.6% of the LSRF



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Kingpin - 1996

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Citation signals

Mentions of your NAP on other websites

SEN
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Waiting for Guffman - 1996

Citation signals

Most businesses (and SEO vendors)
don't do squat with citations

Citation signals

Most businesses have lots of problems

Citation signals



Have you ever moved locations or changed phone numbers? Get that info cleaned up!

Citation signals



Almost on page one?
Almost in the 3 pack?
A little citation work
can really get you
over the hump

Citation signals



Your citations must be 100% consistent

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Citation signals

Your citations play together like this:

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American Pie - 1999

@greggifford

Citat

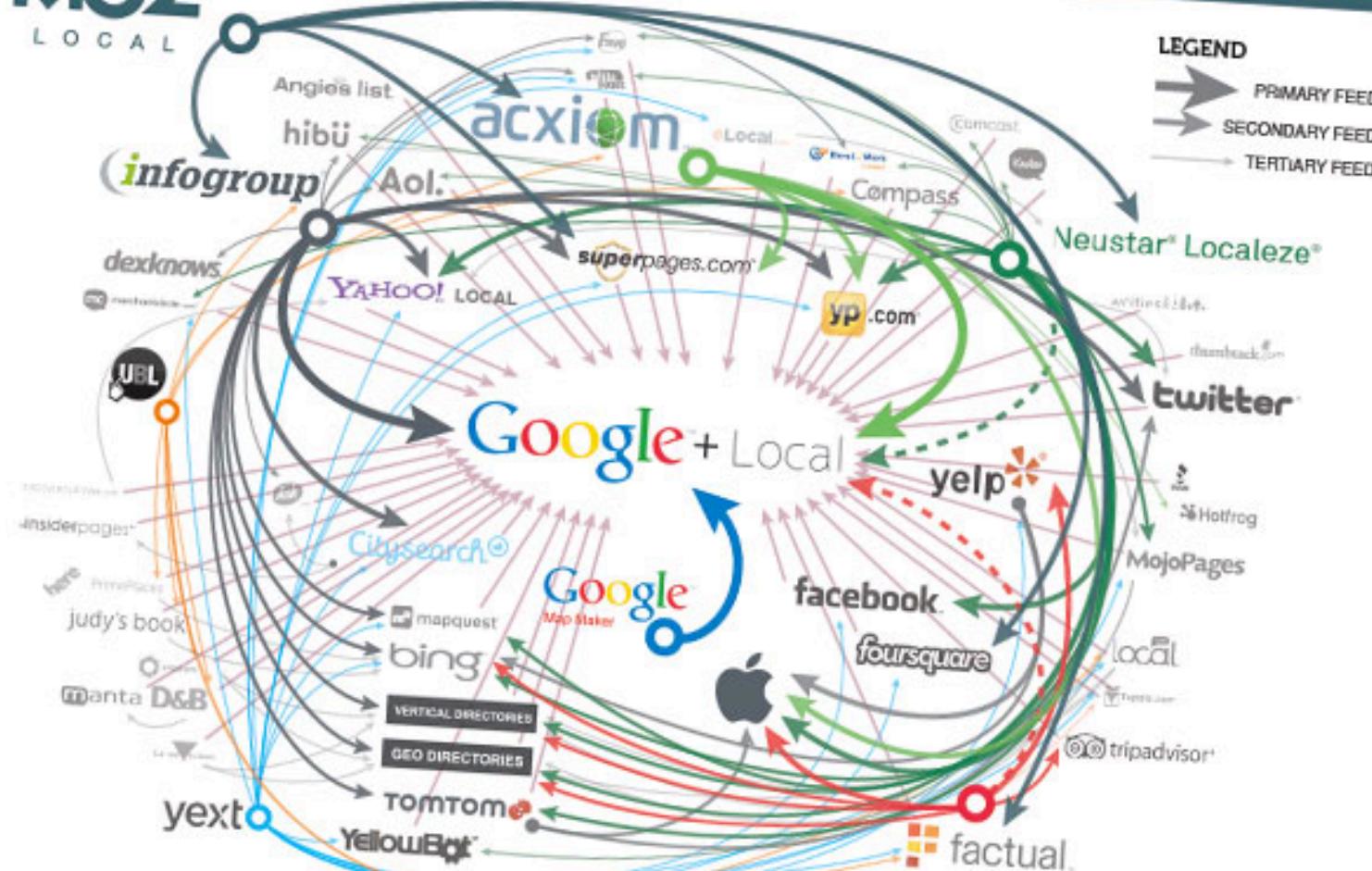
Your ci

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The Local Search Ecosystem (United States)

MOZ
LOCAL



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All logos are the intellectual property of the companies described.

American Pie - 1999

Citation signals



Your business needs to be
where Google expects it to be

Citation signals



Incorrect/incomplete/duplicate data
sends a bad signal to Google

Citation signals

A painting of two men in suits shaking hands over a map of the United States. One man is white and the other is Black. The map has a distressed, textured look.

Deal'N Doug's Autoplex

Deal'N Dougs Autoplex

Deal' N Doug's Autoplex

Deal'N Doug's Auto Plex

Dealn Dougs Autoplex

Deal n Doug's Autoplex

Dealin' Doug's Autoplex (in a few citations)

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Citation signals

Do a quick check of top citation sources
with Moz Local



Moz Local free citation check: moz.com/local/search

Jay and Silent Bob Strike Back - 2001

@eggifford

Choose the most accurate listing.

World Toyota  5800 Peachtree Industrial Blvd, Atlanta, GA, 30341
(678) 547-9000

World Toyota Verified
4900 Buford Hwy, Atlanta, GA, 30341-3660
(770) 458-8601

World Toyota 
3310 Laventure Dr, Atlanta, GA, 30341
(770) 457-3391

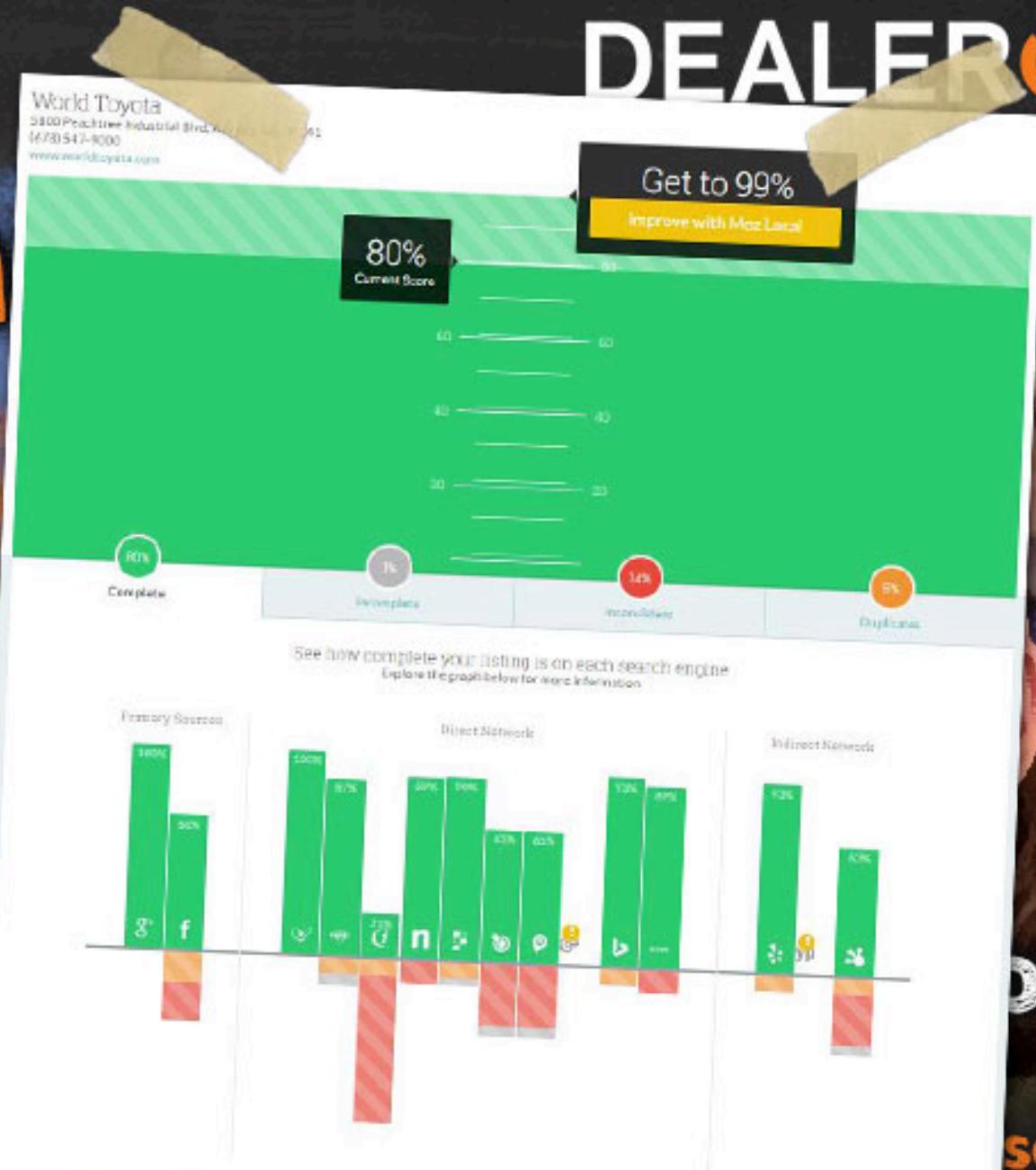
World Toyota
4900 Buford Hwy, Atlanta, GA, 30341
(770) 458-8603

World Toyota
4900 Buford Hwy, Atlanta, GA, 30341
(770) 458-8602

World Toyota
4897 Buford Hwy. Ste 204, Atlanta, GA. 30341
(770) 451-8882



Moz Loc



Jay and Silent Bob Strike Back - 2001

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Search**Engine**News.com

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Citation signals

Check ALL your citations with Whitespark



Whitespark citation tool: bit.ly/local-citation-finder

Super Troopers - 2001

Citation signals



Do your own SEO and need citation help?
Whitespark has a citation service also!

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Review signals 8.4% of the LSRF

SEN
SearchEngineNews.com™

My Big Fat Greek Wedding - 2002

Review signals

A photograph of Jim Carrey as the character of God in the movie "The Bruce Almighty". He is shown from the waist up, wearing a dark button-down shirt over a white t-shirt. His mouth is wide open in a shout, and his hands are raised in front of him, palms facing outward. The background is a bright, overexposed outdoor scene with trees and a building.

88% of consumers trust online reviews
as much as reviews from friends or family

Review signals



4 out of 5 people will decide NOT to buy
from you if you have bad reviews

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Review signals

You can't fake a good reputation

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Can't Buy Me Love - 1987

@greggifford

DEALERON

Review signals



You can't fake caring about your customers

SEN
SearchEngineNews.com™

A Mighty Wind - 2003

Review signals

You have to make it easy for customers
to leave reviews, and you have to ASK

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Review signals

Don't ignore Yelp...

It powers the stars on Apple Maps

SEN
SearchEngineNews.com™

Anchorman: The Legend of Ron Burgundy - 2004

@greggifford

Review signals

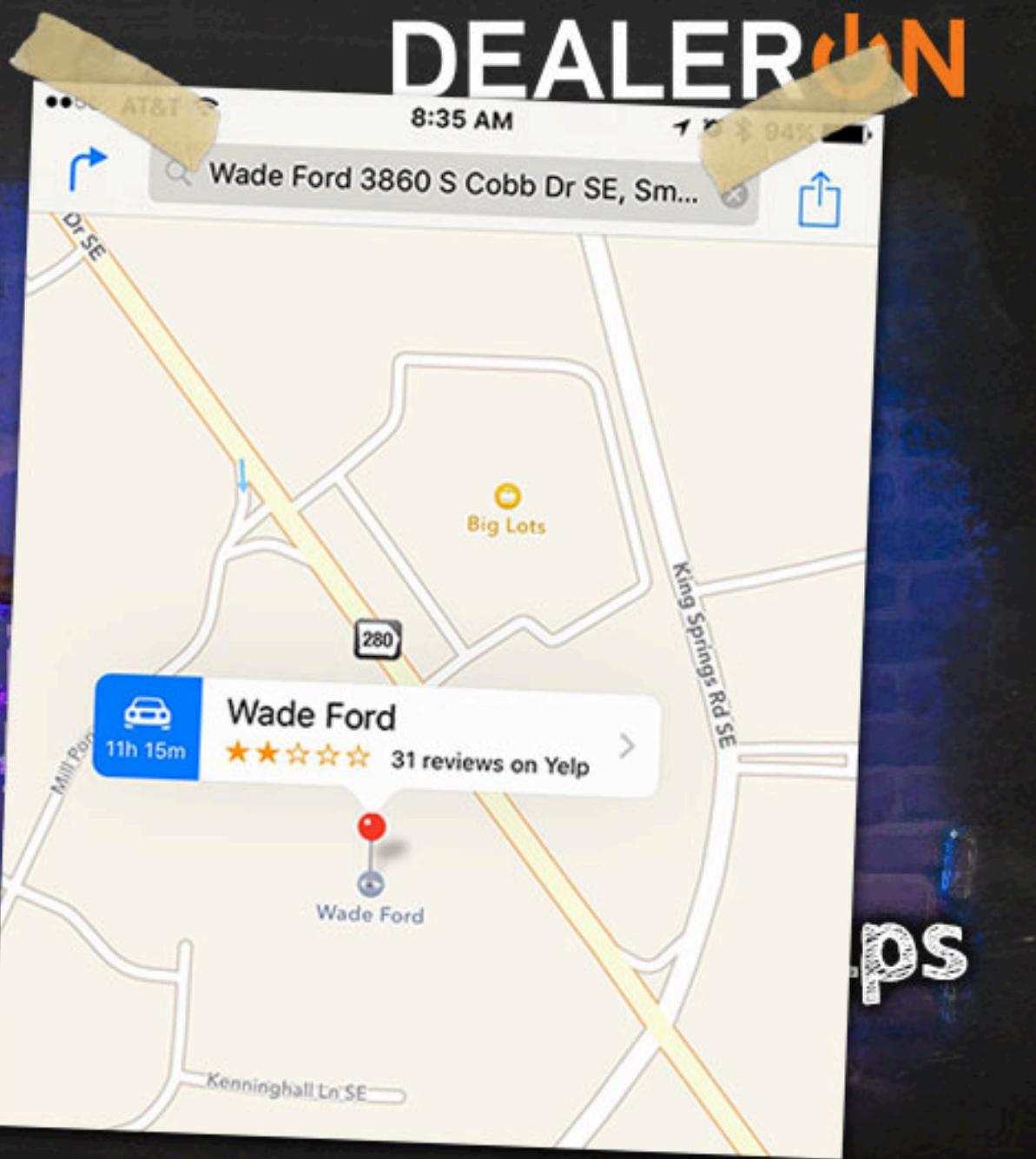
Wade Ford

4.2 ★★★★☆ (109) - Ford Dealer
3860 S Cobb Dr - (770) 436-1200
Open until 8:00 PM

Don't ignore Yelp...
It powers the

SEN
SearchEngineNews.com™

Anchorman: The Legend of Ron Burgundy - 2004



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Review signals



Here's a killer strategy to help with reviews:

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SearchEngineNews.com™

DodgeBall: A True Underdog Story - 2004

Review signals



Here's a killer strategy to help with reviews:
Use a platform like Get Five Stars

Review signals

Here's a killer strategy to help with reviews:
Hand out branded postcards

(with a link to the page)

Mean Girls - 2004

Review signals



Here's a killer strategy to help with reviews:
Follow up with email(s)

(be careful with automation)
Napoleon Dynamite - 2004

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Review signals

Concentrate on Google reviews

I GOT
LADD

SEN
SearchEngineNews.com™

Shaun of the Dead - 2004

@greggifford

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Review signals

Ultimately, make sure you have more reviews than your competitors

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SearchEngineNews.com™

The 40-Year-Old Virgin - 2005

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DEALERON

Review signals

But not too many more... it looks fake!

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The Hitchhiker's Guide to the Galaxy - 2005

@greggifford

DEALERON

Review signals

Don't fake reviews!

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SearchEngineNews.com™

Nacho Libre - 2006

Review signs!

Don't fake reviews!

Chuck Boone
★★★★★ reviewed a week ago
Great place to buy a car. See Chuck!

jacob chavez
★★★★★ reviewed 7 months ago
This is the worst place ever to buy a vehicle from! Dont ever go here unless u want to get ripped off! Victor is even posting fake posts under my name saying that i liked my expierence so much...dont believe it! That was the biggest mistake of my life dealing with these people!

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Review signals

Reply to every review you get

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Talladega Nights:
The Ballad of Ricky Bobby - 2006

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Review signals

ALMOST every
Reply to ~~every~~ review you get

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SearchEngineNews.com™

Talladega Nights:
The Ballad of Ricky Bobby - 2006

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Review signals

Replies MUST be well written

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Blades of Glory - 2007

Review signa



Replies MUST be we

Stan Frazier
4 months ago

★★★★★ My 70 year old mother took a Nissan car there that was shutting down on the road and it only has 15 thousand miles on it and they refused to fix it. They made her feel stupid and they told her that they could not find the problem. This is a ... [More](#)

Response from the owner 3 months ago
Sorry to hear you had a less than amazing experience with us, Stan. Please send us a message with your contact information and someone will be in contact with you shortly to fix our error. We strive to do our best at [REDACTED] Nissan and we'd like to have the opportunity to make it up to you as soon as possible!

Jeanie Payment
3 months ago

★★★★★ I had an absolutely wonderful experience with Carlock! I was a bit reluctant to dive into a new car. I emailed several times before going up there to look at a car. Ryan was extremely helpful. Once I finally made the decision to go look ... [More](#)

Phillip Mason
5 months ago

★★★★★ This is a terrible place to buy a car. The staff seem o.k at first but they are unprofessional and childish. The way they do business is a nightmare for any consumer. They are limited in information and in car repairs. Bottom line this is ... [More](#)

Response from the owner 3 months ago
Sorry to hear you had a less than amazing experience with us, Phillip. Please send us a message with your contact information and someone will be in contact with you shortly to fix our error. We strive to do our best at [REDACTED] Nissan and we'd like to have the opportunity to make it up to you as soon as possible!

@greggifford

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Social Signals

5% of the LSRF



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Superbad - 2007

@greggifford

DEALERON

Social signals

STOP SUCKING AT SOCIAL MEDIA!

@greggifford

DEALERON

Social Signals

Don't only talk about yourself

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Step Brothers - 2008

@greggifford

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Social signals



It's called social media,
not buy my shit media

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SearchEngineNews.com™

The Other Guys - 2010

Social signals

Don't use hashtags on Facebook

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Social signals

Don't tether Facebook to Twitter

@greggifford

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Social sign

Don't tether Face

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SearchEngineNews.com™

Toyota South Atlanta @ToyotaSouthATL - Feb 4

Take your Tacoma to legendary status with the 2016 XP Rockstar package. fb.me/4fUVjBdpo

Toyota South Atlanta @ToyotaSouthATL - Jan 31

Today is backwards day, how will you celebrate? fb.me/2BWP6EXvZ

Toyota South Atlanta @ToyotaSouthATL - Jan 27

Drive into the spotlight with the 2016 Toyota Camry! fb.me/2DkaJJw9m

Toyota South Atlanta @ToyotaSouthATL - Jan 27

Drive into the spotlight with the 2016 Toyota Camry! -
toyotasouthatlanta.com/2016-Toyota-Ca...

21 Jump Street - 2012

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Social Signals



When posting, follow the 80/20 rule

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We're the Millers - 2013

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Social signals

Stop worrying about follower count!

Social Signals



Social media is for social...

If you want to sell, use ads!

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Bonus Tip:



Start using Facebook Local Awareness ads!

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Neighbors - 2014

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Bonus Tip:

Start using beacons!

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Vacation - 2015

Bonus Tip:

Start using beacons!

Run retargeted ads at actual foot traffic!

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Liar Liar - 1997

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SearchEngineNews.com™

The Internship - 2013

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SearchEngineNews.com™

When Harry Met Sally - 1989

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SEN
SearchEngineNews.com™

Rushmore - 1998

@greggifford

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Greg Gifford
@greggifford
ggifford@dealeron.com

A woman with short brown hair, wearing dark sunglasses and a black bikini top, is shouting with her mouth wide open. She is positioned in the center of the image, with a blurred background.

Local SEO
Don't Risk Your Business

SEN
SearchEngineNews.com

Movie references (in order of release date)

1. Batman - 1966
2. Doctor Dolittle - 1967
3. The Producers - 1968
4. Paint Your Wagon - 1969
5. M*A*S*H - 1970
6. The Million Dollar Duck - 1971
7. What's Up, Doc? - 1972
8. American Graffiti - 1973
9. Blazing Saddles - 1974
10. Young Frankenstein - 1974
11. Monty Python and the Holy Grail - 1975
12. The Return of the Pink Panther - 1975
13. The Rocky Horror Picture Show - 1975
14. Freaky Friday - 1976
15. The Pink Panther Strikes Again - 1976
16. Silent Movie - 1976
17. Silver Streak - 1976
18. High Anxiety - 1977
19. Slap Shot - 1977
20. The Cat From Outer Space - 1978
21. National Lampoon's Animal House - 1978
22. Revenge of the Pink Panther - 1978
23. Meatballs - 1979
24. Airplane! - 1980
25. Used Cars - 1980
26. Stripes - 1981
27. The Toy - 1982
28. A Christmas Story - 1983
29. Mr. Mom - 1983
30. Risky Business - 1983
31. Top Secret! - 1984
32. The Goonies - 1985
33. National Lampoon's European Vacation - 1985
34. Once Bitten - 1985
35. Pee-wee's Big Adventure - 1985
36. Real Genius - 1985
37. Spies Like Us - 1985
38. Summer Rental - 1985
39. Teen Wolf - 1985
40. Transylvania 6-5000 - 1985
41. Volunteers - 1985
42. Weird Science - 1985
43. Back to School - 1986
44. Ferris Bueller's Day Off - 1986
45. Soul Man - 1986
46. Three Amigos! - 1986
47. Can't Buy Me Love - 1987
48. Good Morning, Vietnam - 1987
49. Mannequin - 1987
50. Moonstruck - 1987
51. Planes, Trains & Automobiles - 1987
52. The Princess Bride - 1987
53. Raising Arizona - 1987
54. Spaceballs - 1987
55. Big - 1988
56. Beetlejuice - 1988
57. Coming to America - 1988
58. A Fish Called Wanda - 1988
59. Scrooged - 1988
60. Twins - 1988
61. Bill & Ted's Excellent Adventure - 1989
62. Honey, I Shrunk the Kids - 1989
63. National Lampoon's Christmas Vacation - 1989
64. Weekend at Bernie's - 1989
65. When Harry Met Sally - 1989
66. Home Alone - 1990
67. City Slickers - 1991
68. Don't Tell Mom the Babysitter's Dead - 1991
69. Hot Shots! - 1991
70. What About Bob? - 1991
71. Army of Darkness - 1992
72. Encino Man - 1992
73. Honeymoon in Vegas - 1992
74. Groundhog Day - 1993
75. Mrs. Doubtfire - 1993
76. The Sandlot - 1993
77. So I Married an Axe Murderer - 1993

Movie references (in order of release date)

- 78.Ace Ventura: Pet Detective - 1994
- 79.Airheads - 1994
- 80.Clerks - 1994
- 81.Billy Madison - 1995
- 82.Clueless - 1995
- 83.Mallrats - 1995
- 84.Tommy Boy - 1995
- 85.Black Sheep - 1996
- 86.The Cable Guy - 1996
- 87.Fargo - 1996
- 88.Kingpin - 1996
- 89.Mars Attacks! - 1996
- 90.Waiting for Guffman - 1996
- 91.Austin Powers: International Man of Mystery - 1997
- 92.Chasing Amy - 1997
- 93.Liar Liar - 1997
- 94.The Big Lebowski - 1998
- 95.Rushmore - 1998
- 96.The Waterboy - 1998
- 97.American Pie - 1999
- 98.Galaxy Quest - 1999
- 99.Office Space - 1999
- 100.Best in Show - 2000
- 101.Dude, Where's My Car? - 2000
- 102.Jay and Silent Bob Strike Back - 2001
- 103.Super Troopers - 2001
- 104.Austin Powers: Goldmember - 2002
- 105.My Big Fat Greek Wedding - 2002
- 106.Bruce Almighty - 2003
- 107.Elff - 2003
- 108.A Mighty Wind - 2003
- 109.Old School - 2003
- 110.Anchorman: The Legend of Ron Burgundy - 2004
- 111.DodgeBall: A True Underdog Story - 2004
- 112.Harold and Kumar Go To White Castle - 2004
- 113.Mean Girls - 2004
- 114.Napoleon Dynamite - 2004
- 115.Shaun of the Dead - 2004
- 116.The 40-Year-Old Virgin - 2005
- 117.The Hitchhiker's Guide to the Galaxy - 2005
- 118.Nacho Libre - 2006
- 119.Talladega Nights: The Ballad of Ricky Bobby - 2006
- 120.Blades of Glory - 2007
- 121.Superbad - 2007
- 122.Kung Fu Panda - 2008
- 123.Role Models - 2008
- 124.Step Brothers - 2008
- 125.Black Dynamite - 2009
- 126.The Other Guys - 2010
- 127.A Very Harold & Kumar 3D Christmas - 2011
- 128.21 Jump Street - 2012
- 129.Ted - 2012
- 130.The Internship - 2013
- 131.We're the Millers - 2013
- 132.22 Jump Street - 2014
- 133.Dumb and Dumber To - 2014
- 134.Neighbors - 2014
- 135.Vacation - 2015
- 136.Zoolander 2 - 2016