

Running Head: Local Search

Local Search Optimization

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Abstract

Local Search Optimization is added insurance to regular Search Engine Optimization (SEO) that will help solidify a businesses high ranking in search engines. Some key elements involve listing the business in local directories, avoiding keyword stuffing, and using a company's Doing Business As (DBA) name in all citations. Local Search Engine Optimization can also enable a business to reach out to potential visitors in a specific region that may not be aware these businesses exist therefore increasing traffic and revenue to said business.

Local Search Optimization

Local Search Optimization is another tool to increase website visibility. General Search Engine Optimization (SEO) places websites on a global level but what about the local front? "3 Keys To Success For Local Search SEO" tells us having anchor text, local groupings, and complete address citations are important aspects of local SEO. (Caldwell, 2009). Of these three elements, local groupings would be most advantageous to any company wanting to create brand awareness. Exploring this concept in further detail, an examination of ██████ on Getlisted.org showed that it is not listed in any of the local directories. ██████ scored 0%. Even though ██████ has two main locations in the United States, adding Egencia to the local directories of their client cities would increase visibility and aid in their general SEO practices. It would alert potential clients that a physical location would not prevent them from conducting business with ██████. Sponsoring local events and placing ads in local or community newspapers will also increase brand awareness. Announcing ██████ as a sponsor via press releases in local search directories will move Egencia up in search rankings (Kenyon, 2011). ██████ is found in the search results, it must have a complete listing. This leads to another key element-*Claiming Business Listings*. The process for Claiming Business Listings include:

- Basic Business Information
- Email, Description, and Website
- Business Category Selection
- Service Areas

This will prevent the competition from taking over Egencia's website content, give verification of authority, and help move up in search engine rankings (Basu, 2010).

With mobile applications becoming more and more prevalent, ██████ cannot ignore the importance of *Mobile Search Engines* (Britsios, 2007). ██████ is already on the forefront of mobile technology with their new ██████ Mobile App. Linking ██████ Mobile to mobile search engines such as Google Mobile or About.com will give ██████ the upper hand over its competitors who are still in development (Boswell, 2011). A corporate decision-maker may be searching from their smartphone for a company that has new an innovative travel technology and if ██████ has properly linked to mobile search engines, they should come up first in the search results.

Conclusion

Corporate Travel Management is on a broad spectrum; it is often difficult to reach the target audience. ██████ cannot rely on only traditional methods of SEO for driving traffic to their website. ██████ must be able to reach the decision-makers of their target audience, which are corporations by adding key elements of Local Search Optimization. Expanding ██████ presence in local directories, mobile directories, and making sure these listings are complete, will propel ██████ to the top of an organic search.

References

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