



5 Ways to Optimize Your Local Brand

How to Optimize Your Visual Branding



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If you own a local business, being easily found in Google is essential for promoting awareness of your business.

Once someone finds you via a local search, e.g. electrician Tampa, how you appear in search can be just as important.

If someone doesn't engage with your business (phone call, website visit, email, text message, etc.) after finding you, you may not get a second chance to capture that prospect.

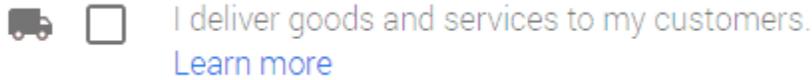
Here are 5 ways to increase engagement via a Google local search.

1. Claim and optimize your Google My Business page.

Although you need a **Google account**, you can use any email address you choose, not just a Gmail address.

Browse to <https://www.google.com/business/> and add your business.

Once you've filled out your business name and address, you'll see this additional option:



If you deliver your goods or services to your customer and don't have a storefront or work out of your home, you'll want to check this option.

Google will then classify your business as a "service area business" and your service area will be displayed on Google maps instead of your address.

Be sure to fully optimize your citation by uploading as many photos (or images) and videos as possible.

GOOGLE POST



In your Google My Business dashboard you can add a post that will be visible when your Google My Business listing is displayed in Google's search results.

Use an eye-catching photo or image, add up to 300 characters to describe your post and add a button to drive traffic to

- Book [an appointment]
- Order Online
- Buy
- Learn More

- Sign Up
- Get Offer
- Event

Google posts last for a maximum of 7 days or in the case of events, until your event has expired.

You can add more than one post at a time, up to 10 posts, and they will be displayed in a carousel.

Done for you Google posts + Facebook + Twitter [Learn more](#)

Don't have time or technical skills to regularly post? We'll do it for you, hand crafted and super affordable.

2. Claim and optimize other Local Citations

The more places that feature your business NAP (name, address, phone) branded photos, images and videos, the more chances for prospects to discover your products and services.

There are many services that will distribute your citation for you, e.g. Yext, Moz Local, Brighthouse, Whitespark, et. al.).

Be ware though, not all paid services are created equal. Some of them “own” your listing in the sense that the citation will display only as long as you continue paying; stop paying and your citations (dozens, hundreds?) go away.

If you want to have a go at doing them yourself, here are some places to add your business citation.

Remember to upload your logo and the maximum number of photos, images and videos allowed.

Always brand your digital assets with your logo.

Where appropriate, add a link to the relevant page or post. Even if the link is not hyperlinked, users may still type in the link directly.

TIP: If you have photos of your place of business, be sure to geo-tag them before uploading

Bing	MerchantCircle
Yahoo	ShowMeLocal
Yelp	eLocal
Houzz	EZLocal
Alignable	Manta

3. Give away media assets branded with your logo, website address or business name.

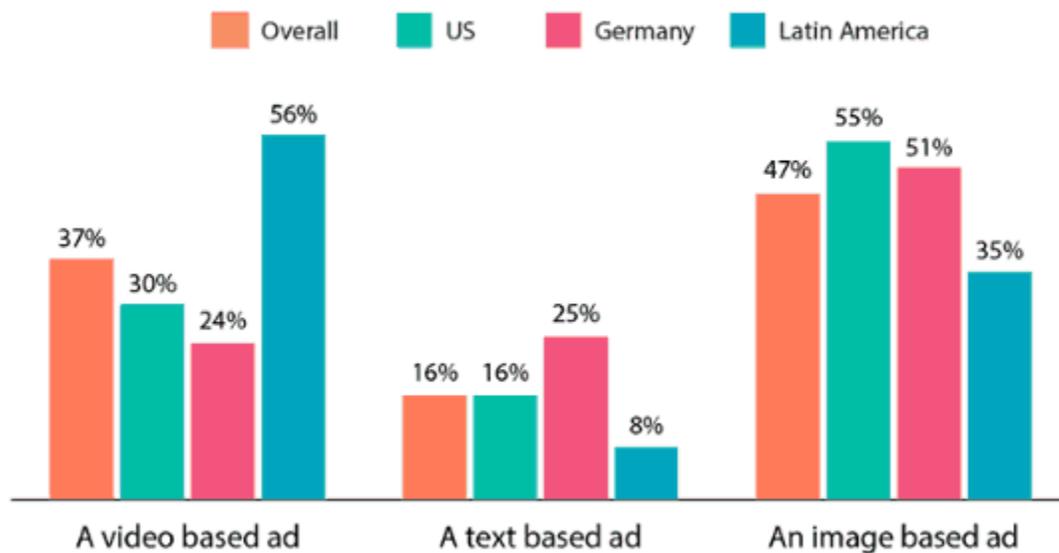
You can hold a contest or just keep it simple by giving away an ebook.

Make sure your hyperlinks are live in the published pdf and also brand with your Business name and/or logo.

Charts and graphs also make good giveaways, like this chart from Hubspot.

Most want to see a simple image based ad online

If you have to see an advertisement online, what format would you prefer it to be?



Base: 3,010 consumers in the US, Germany, Colombia, and Mexico
Source: HubSpot Content Trends Survey, Q3 2017

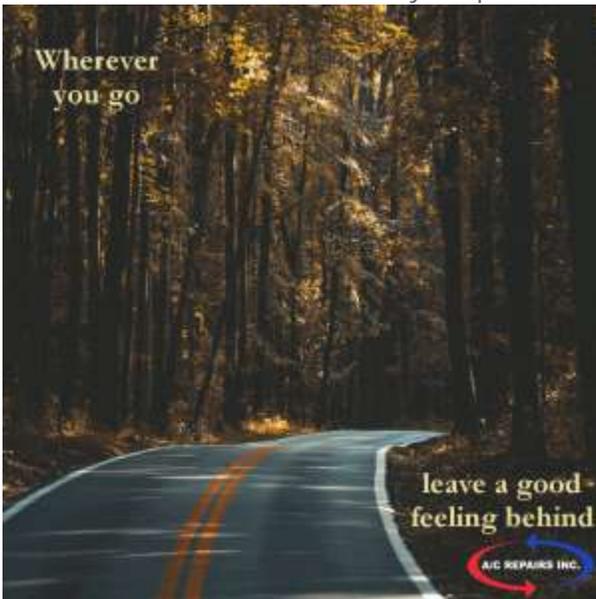
HubSpot Research

4. Use Instagram and Pinterest to brand your photos, images and videos.

Instagram and Pinterest are focused entirely on the visual experience, making them excellent platforms to promote your branding.

If you want to enhance your postings to these networks, set your brand apart by spinning up some catchy but relevant text for your caption to go along with your post.

And of course be sure to brand your photo/image with your logo.



We're leaving good feelings behind every day.
We'd ? to leave you feeling good too. 813-909-0809

Infographics are still one of the most shared media assets and not only distribute your brand but also enable the opportunity for backlinks.

5. Repurpose your existing content into slideshows and videos.

Turn your blog posts into slideshows and post to LinkedIn and Slideshare.

Both services get indexed by Google and because Google considers them authority sites, your efforts here can result in first page ranking for your branded search terms.

Use a service like **Lumen5** to turn your blog posts into videos. You can add these to your existing posts and also post them to Youtube.

You can also turn your blog posts into attractive Ebooks.

If your handy with design, you can easily create your own ebook by simply copying and pasting into MS Word or Google Docs and saving as a pdf.

Or, if you're design or time challenged, you can use services like **Beacon** and **Designr**.

Post a link at the bottom of your post so visitors can download your pdf which is branded with your logo, brand colors and hyperlinks to your content.

