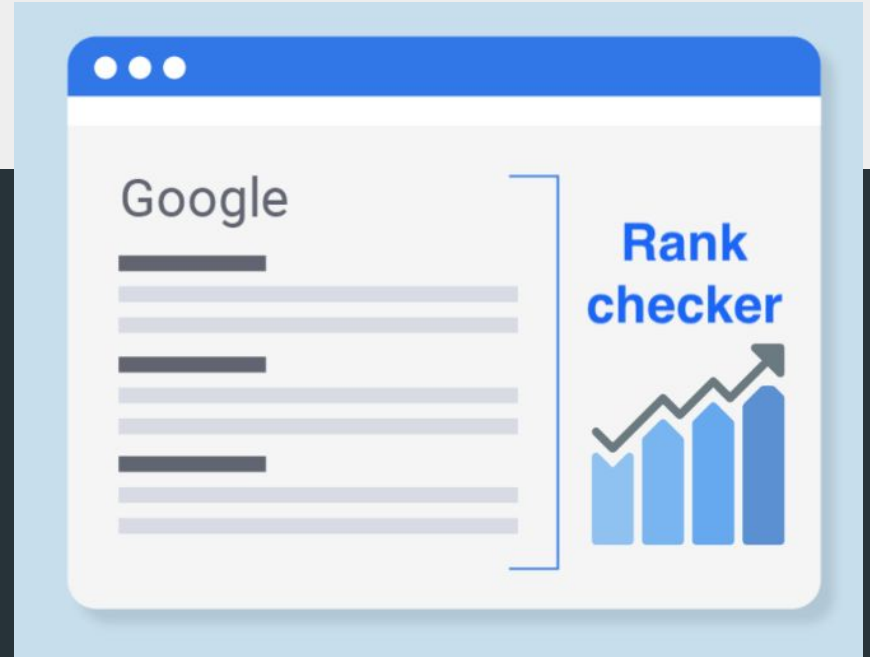


Webinar

DEC 2023

Local SEO for online directories



Our Team



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edirectory

Background on the eDirectory platform

Fits any industry or purpose

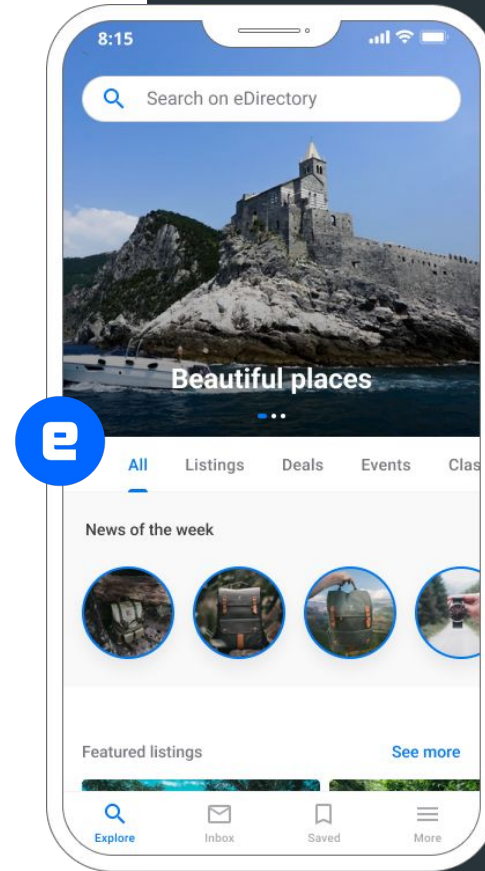
Highly customizable

Source code available

Integrated Native Mobile Apps

SEO optimized

Schedule a demo at www.eDirectory.com



Local SEO for online directories



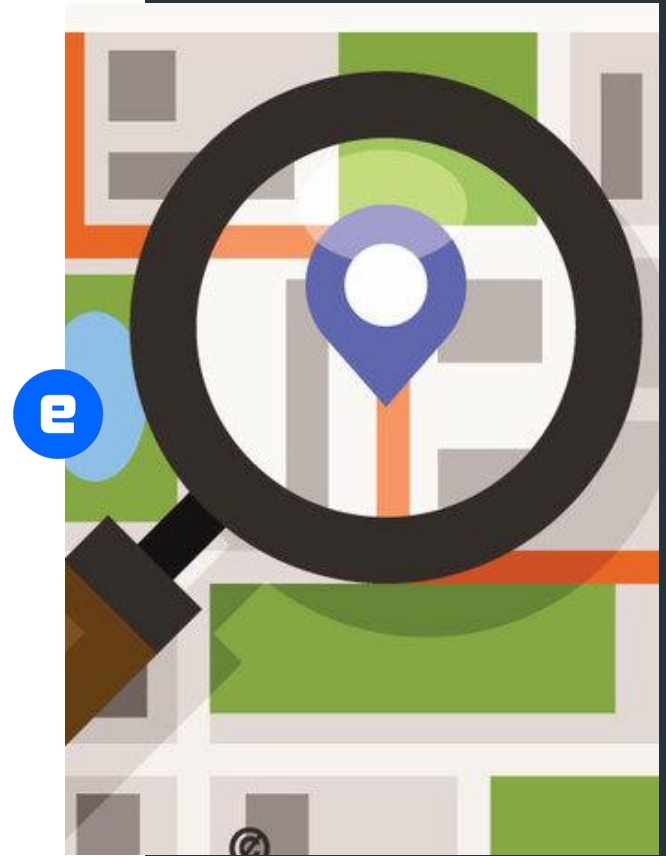
WHAT IS SEO

Search Engine Optimization are techniques to improve your website and get more indexing with better rankings in search engines.



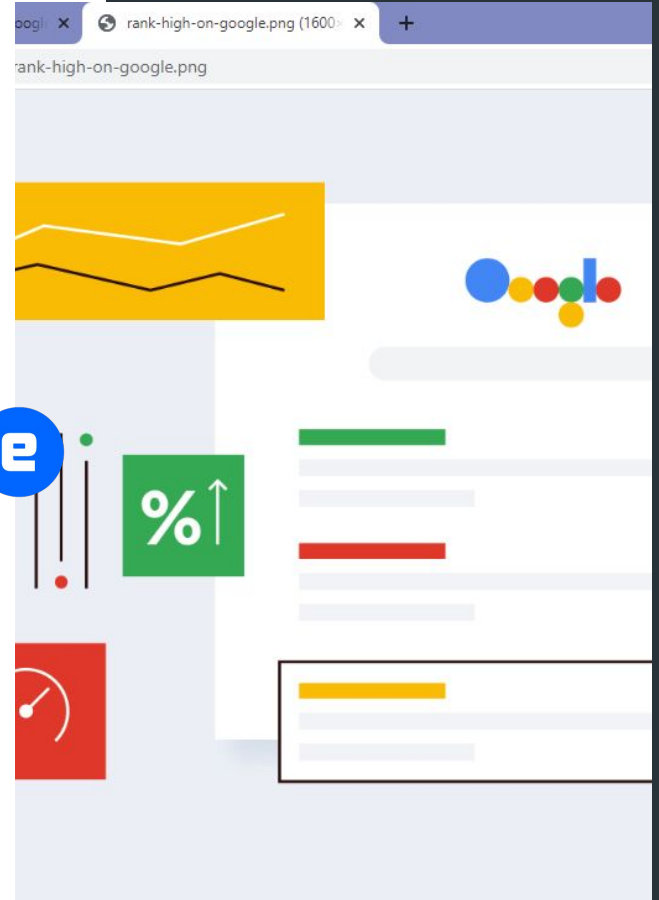
WHAT IS LOCAL SEO?

It's the process of improving search engine visibility for local websites, attracting organic traffic from searches performed by customers in nearby areas.



What is Google looking for?

- Relevant Content
- Local Signs:
 - Full Address
 - Map
 - Reviews
 - Social Media profiles



Start with Location-based Keyword Research

Identify the most relevant location-related terms and its variations for the different parts of your website, seeking for more chances of better organic ranking.



Search: Online Directory Website

Use different keywords for more results [Edit](#)

Broaden your search: [+ directory website](#) [+ online directory](#) [+](#)

[Add filter](#) 14 keyword ideas available

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three
Keywords you provided		
<input type="checkbox"/> online directory websi...	30	
Keyword ideas		
<input type="checkbox"/> online business direct...	140	
<input type="checkbox"/> free online business li...	40	
<input type="checkbox"/> online web directory	10	
<input type="checkbox"/> internet directories	110	
<input type="checkbox"/> online business listin...	10	
<input type="checkbox"/> internet web directory	10	

What to optimize then?

1. Locations
2. Categories
3. Blogs and Articles
4. Location-targeted Custom Pages



SEO Center

Search Engine Verification
Verify your site with Google by adding the snippet of code needed to link your account to Google's Search Console.
[Click here to go to Search Verify section.](#)

Sitemap
View your Sitemap (which is updated nightly) so it can be submitted to Google through the Search Console.
[Click here to go to sitemap index.](#)

Home Page Optimization
Add keywords, meta tags and Slug URL's to your Home Page.
[Click here to go to Site Content section.](#)

Category Optimization
Add keywords, meta tags and Slug URL's to your Categories.
[Click here to go to Categories section.](#)

Location Optimization
Configure your Location settings and optimize your site for local search.
[Click here to go to Locations section.](#)

Item Optimization
Set up your Modules and make sure all of your site content is optimized with keywords, meta tags and Slug URL's.

[Listings](#) [Deals](#) [Events](#)

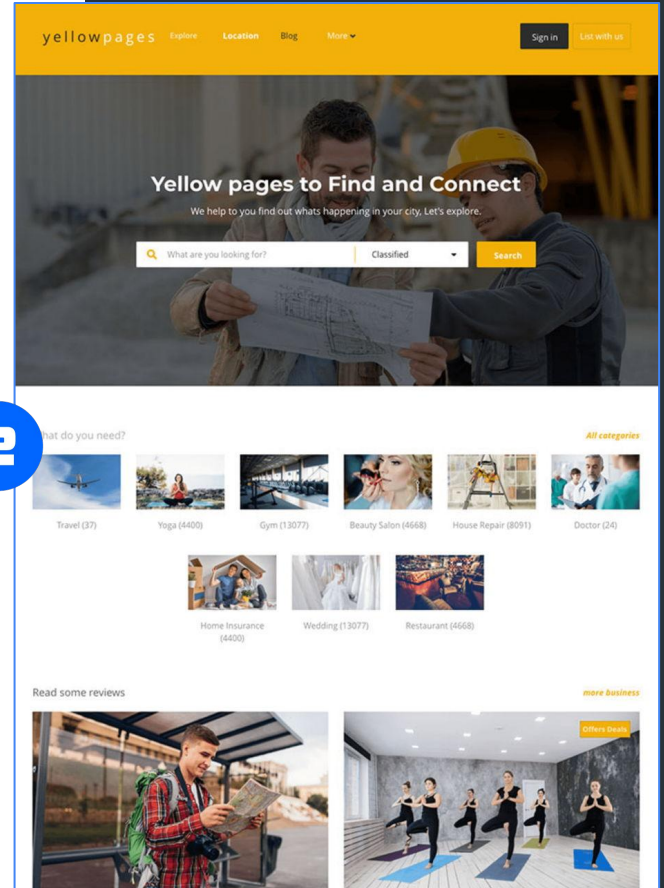
[Classifieds](#) [Articles](#) [Blog](#)

LOCAL SEO FOR ONLINE DIRECTORIES

Need help with SEO?

Our SEO Service will help your project seek the best opportunities for organic positioning, optimizing categories, locations, and creating relevant content for your website.

Shoot us a note at marketing@eDirectory.com



QUESTIONS?

