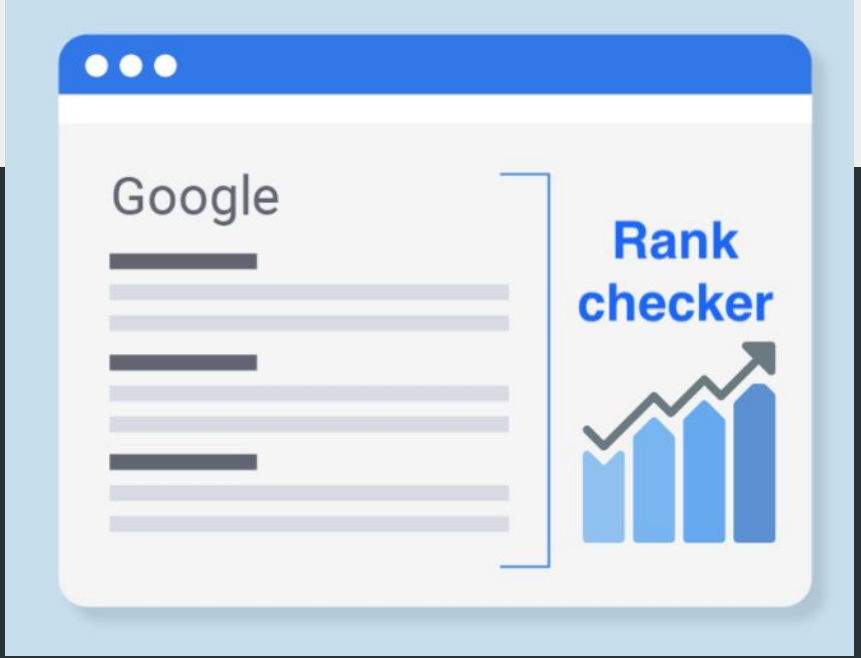
edirectory

Webinar

DEC 2023

Local SEO for online directories



Our Team

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Background on the eDirectory platform

Fits any industry or purpose

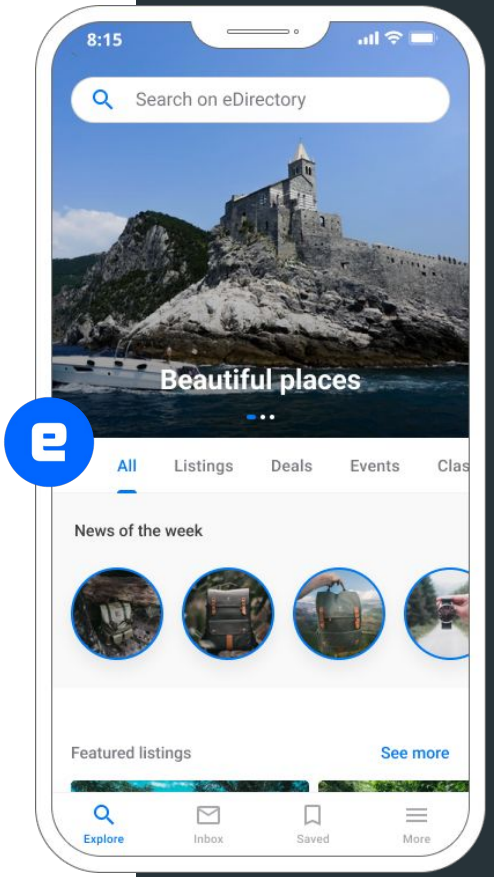
Highly customizable

Source code available

Integrated Native Mobile Apps

SEO optimized

Schedule a demo at www.eDirectory.com



Local SEO
for online directories

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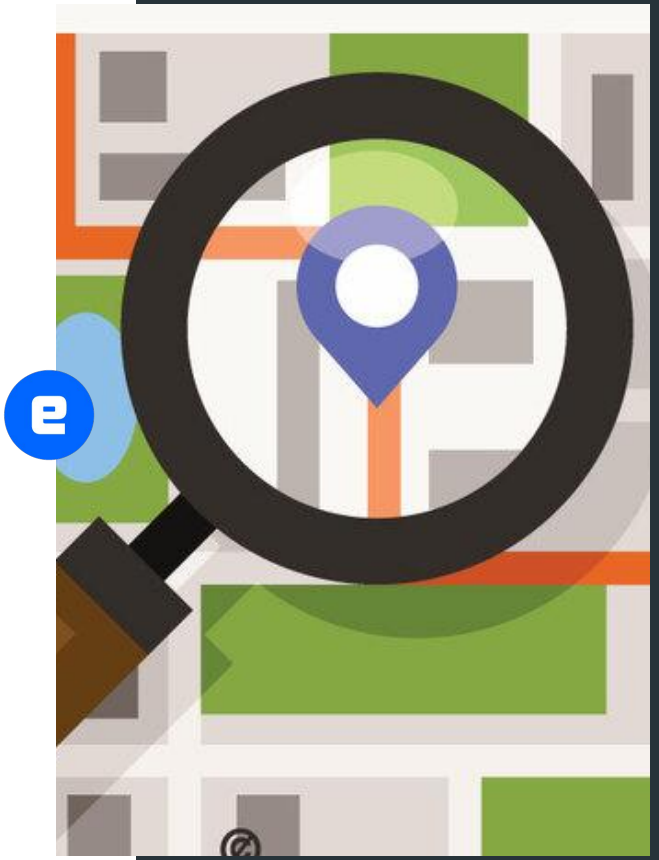
WHAT IS SEO

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

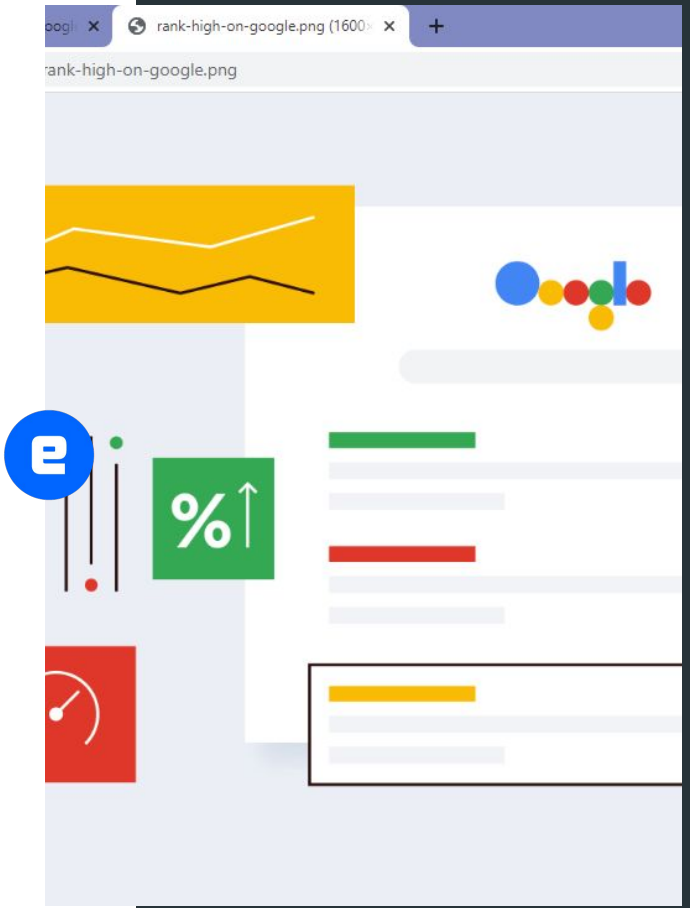
WHAT IS LOCAL SEO?

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



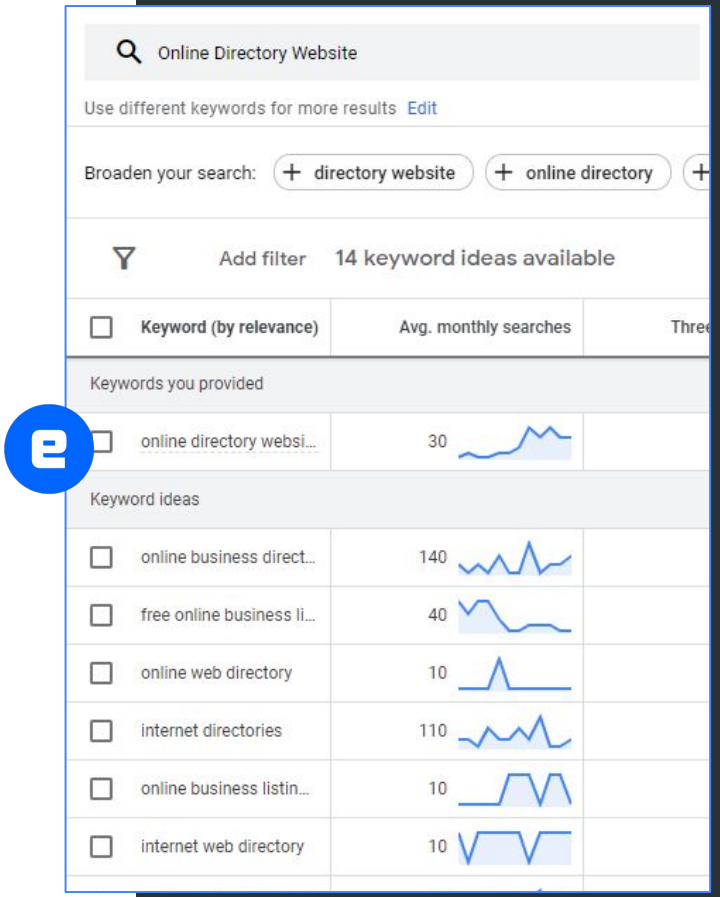
What is Google looking for?

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



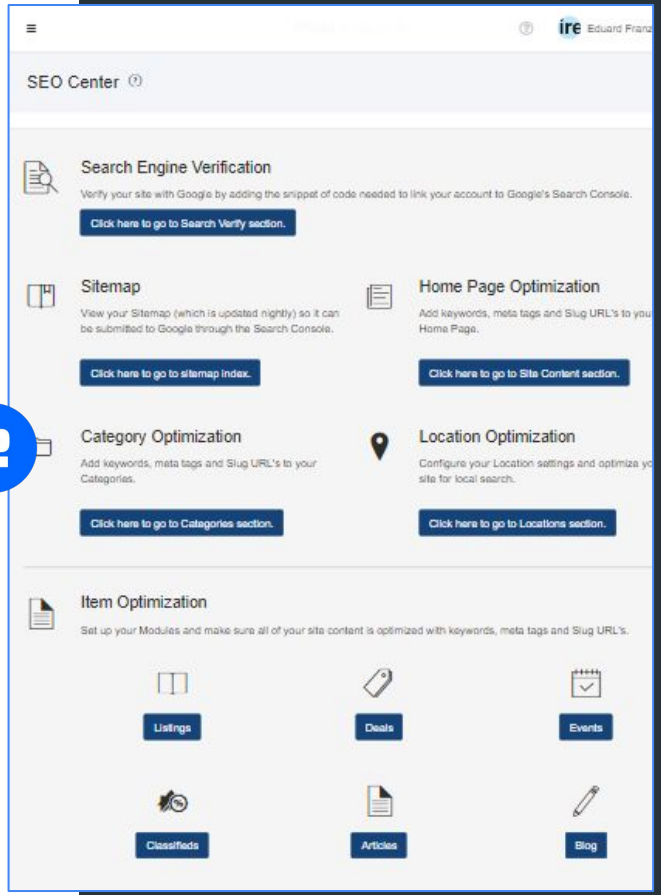
Start with Location-based Keyword Research

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.



What to optimize then?

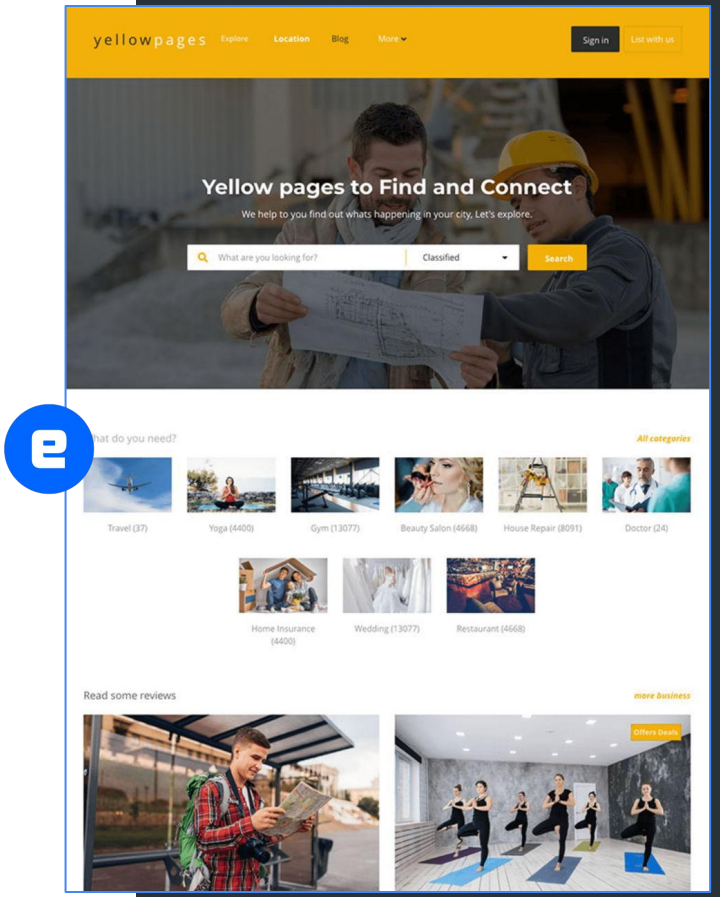
1. Locations
2. Categories
3. Blogs and Articles
4. Location-targeted Custom Pages



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?