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If the search engines discover that a user is searching for a local business they now show a Map with local business listings at the top of the page. Broad terms that are often used for this include doctor, roofer, restaurant, store, etc.

These broad terms bring up a local business listing with a map and use identification of the searchers location through their IP address, to figure out where the searcher lives and display local search results based on where they are. This means Google Places can be an very useful source of very targeted traffic and that local SEO can have a great impact on your online business.

Local SEO is a quickly growing online marketing service gaining popularity because the major search engines do a great job of showcasing local businesses in their Maps Products. Google Places is the leader in this area and puts local business results with regular organic search results, for many searches. Better visibility in Google Maps with Google Maps SEO provides great opportunities for businesses to market themselves online and has become an important place for consumers searching locally.

Google Places SEO has become an important piece of local SEO services. The goal of local SEO is to get the most views in both Google Maps and the organic search results on the first page. By taking up more space on the search results page after local SEO, potential customers are more likely to click on your business. Google Places SEO will increase your brandâ€™s visibility and boost your businesses authority in your geo-targeted local areas, as well as increasing targeted local traffic which, if done well, can result in higher conversion rates.

Google has a specific process for choosing the leading businesses that are displayed in Google Maps. A good local SEO provider will have the experience to know how and why Google picks one business instead of another and can use that knowledge to work on your local SEO Campaigns. They will understand the best strategies to use to make you more visible with Google Maps SEO and can help your company get increased traffic by getting your business to the top of these local search engine results.

Each year more people look online to locate the products and services they need, as opposed to searching through a phone book. If you are a local business owner it is now possible to get top search engine results for your local area with the help of a local SEO provider and have the chance to get your business listed where your customers are actually looking.

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