



BOXCRUSH®

QUICK GUIDE FOR LOCAL SEO FOR MANUFACTURING

If you think local SEO makes no sense for your business, think again. Every business, from a storefront to a large manufacturing plant, can benefit from a strong local presence that is search-optimized. SEO for manufacturers is especially important when you're navigating a competitive field and a niche market. Stand out with top-notch local SEO using our quick guide.



TIP #1 NAP

This one is simple. Google values consistency in your information, so you need to remember NAP.

N=name
A=address
P=phone number

Make sure every component is the same everywhere it's mentioned, including your website, Google Business Profile, email footer, online directories, etc.

TIP #2 Make a Google Business Profile

Let's be clear. It doesn't matter if your clients or customers never visit your actual premises. An up-to-date Google Business Profile (GBP) is essential for your business. The Local Pack can push you to the top of search results in your area. You can't afford to miss out. Be sure to:

- ✓ Create a GBP
- ✓ Verify your GBP
- ✓ Audit your GBP at least quarterly
- ✓ Fill out your GBP as completely as possible, photos included
- ✓ Update your GBP as quickly as possible when any information changes



TIP #3 Gather Reviews on Google

With the addition of reviews, your GBP will look a lot better (and rank a lot higher). To get clients/customers to leave a review, add it in obvious places like emails, during an exchange on LinkedIn, etc. Not sure where to send reviewers? Follow a few easy steps to get your Google review link:

- ✓ Log into your GBP
- ✓ View your profile
- ✓ Click the down arrow to view more actions
- ✓ Select "Ask for reviews"
- ✓ Copy the Review link by clicking the copy icon to the right
- ✓ Use the link to keep reviews rolling in!



TIP #4 Network and Networking Events

You can build brand awareness and relationships the old-fashioned way: in person. Follow events pages for your area, join groups, go to events, or even sponsor an event. Turn your talk into action by bringing something to share, like:

- ✓ A business card
- ✓ A card with a QR code linking to your website or a landing page
- ✓ An infographic/handout that may appeal to the average attendee



TIP #5 Mention Your Location on Your Website

You'll move up the local rankings much faster if your website content makes it clear that you're located in a certain city or region, even if you're a manufacturer that works with clients/customers across the country or globally. Some smart ways to add a local touch without keyword stuffing are:

- ✓ Creating dedicated location page or pages
- ✓ Mentioning your location on your About page
- ✓ Including your location in page titles, meta descriptions, and/or headers (when relevant to the content)
- ✓ Mentioning your location in social media posts, whether at your premises or on a worksite



Do you know your location but are still lost when it comes to local SEO?

No problem. BoxCrush is a certified Google Partner and offers local listings, SEO content with geomodifiers, and ongoing analysis and reporting. We have a portfolio of clients that includes manufacturers in need of strong SEO. **Get in touch to learn what we can do for you.**