

Kill in Local SEO with RankActive

Insights and Techniques

Register Your Business



Start Running Ads

1

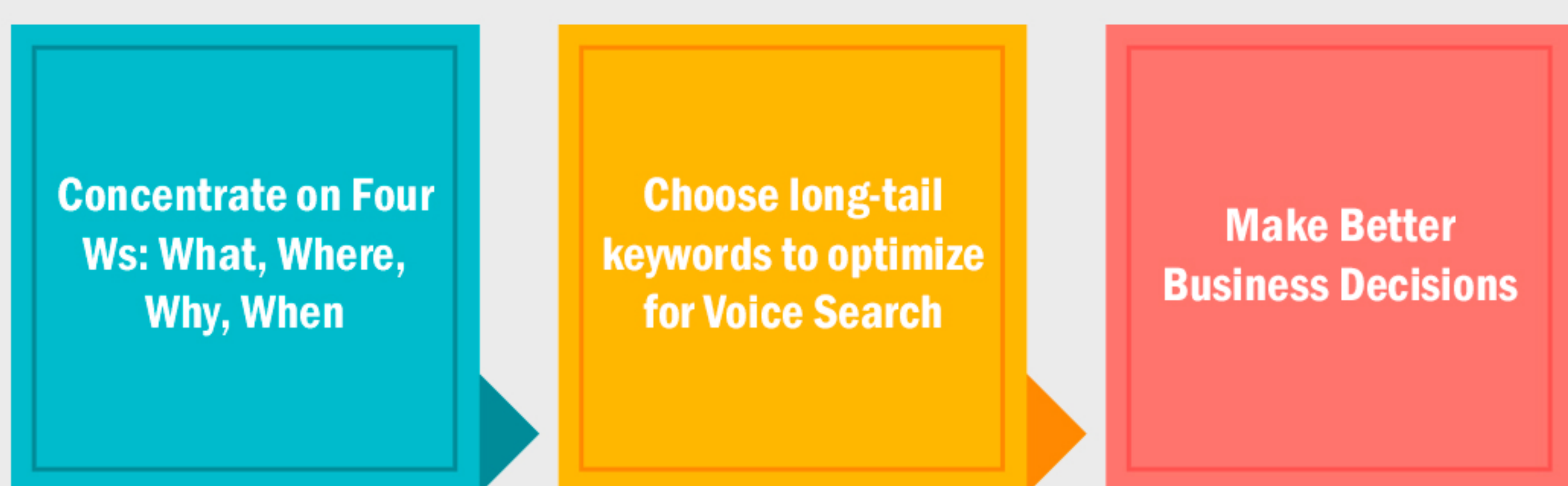
Figure out the CPC rate with Adwords Keyword Planner

Search volume	Competition	CPC
>	>	>
—	—	—
135000	0.08	\$0.02
74000	0.06	\$0.01
60500	0.05	\$0.03
22200	0.08	\$0.01
22200	0.02	\$0.01
22200	0.21	\$0.09
12100	0.14	\$0.02

2

Increase the bid and start running ads

Grab The Best Keywords



Keyword Finder

Selected Filter Builder Clear Filter

Keyword

- https://www.domain.com/
- domain
- whois domain
- domain name
- domain check
- web hosting
- domain registration

Look for the search volume with Adwords Keyword Planner → See what people want → Start producing it and run ads campaigns

Start your blog

Smash the cake recipes into the blog

People read them → Google loves it → Google will choose recipes as a snippet

Structure articles in the Question-Answer style → Get your "People also ask" Cards

People also ask
Is it healthy to eat angel food cake?
How bad is a cupcake for you?
Are puff pastries bad for you?
Is carrot cake better for you than chocolate cake?

Post fancy pictures of cakes → Make people share them → Get listed into the Google Carousel

Collect Reviews

Negative reviews for improvements

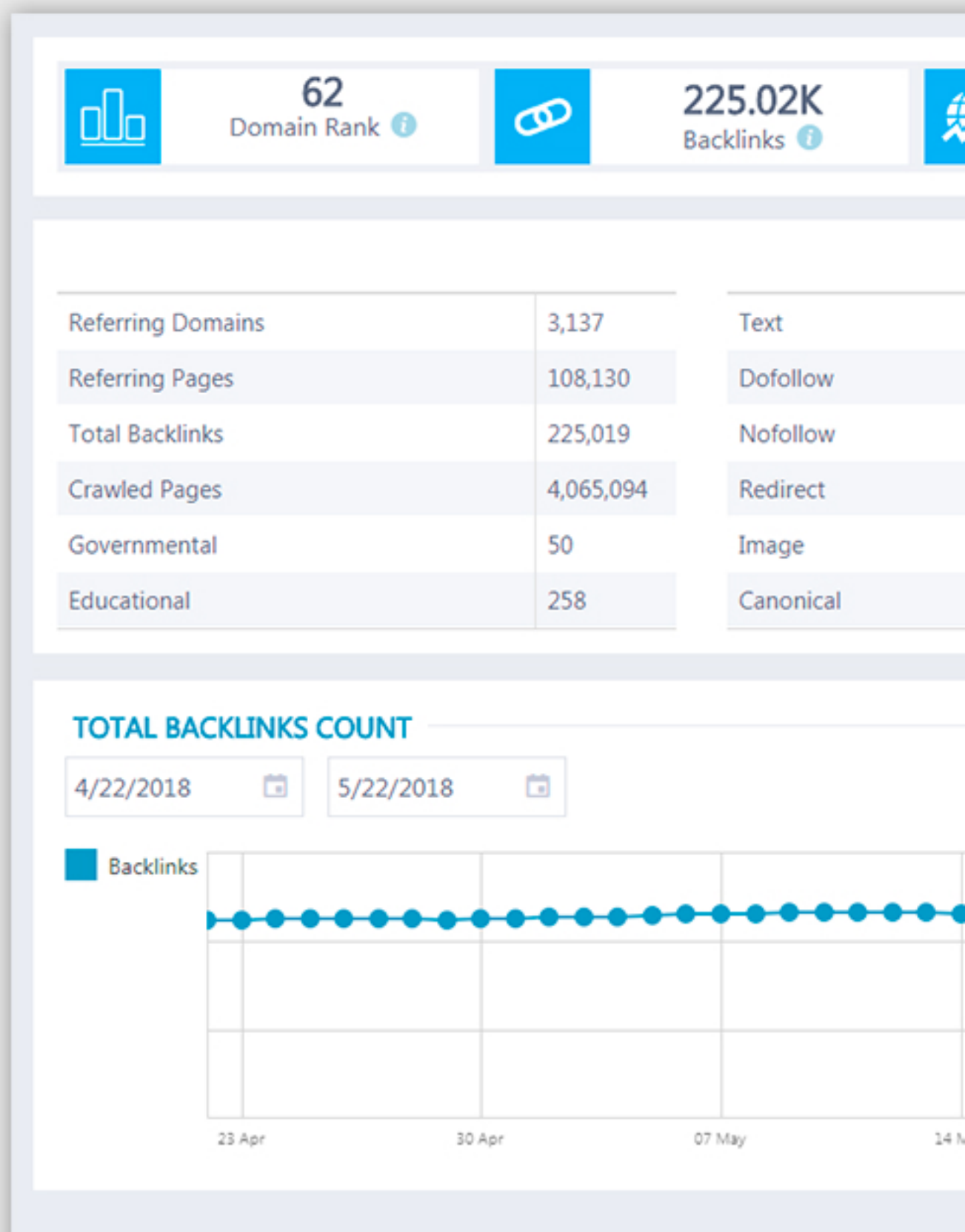
Positive reviews for clients

85% of consumers trust online reviews as much as personal recommendations

73% of consumers trust a local business more

Show up at local events, meetings, conferences, etc

Buy or get backlinks to increase your website authority



Conclusion

If you want your business to live long and prosper, you should create a website and apply the already mentioned things. A website makes it easier for clients to educate themselves about your product and also engage themselves with your brand. It will have a big impact on your local presence as well as online one. Don't miss out the opportunities that will make your business grow! This is how you kill in the local SEO with RankActive!