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# Target Your Traffic with Local SEO

Local SEO is how business owners can get more search engine traffic from people searching in their area. The following ideas on local SEO will show you how to get a higher ranking for your site.

Creating your own optimized classified ads is one of the easiest ways to take advantage of local SEO. This is a simple way to take advantage of local search efforts because the big search engines really like those kinds of sites and the more you use them the more likely it is that you can send targeted local traffic to your business's website. When you start out your focus should be Craigslist because it is the most popular classified site on the internet.

As a business, you should make sure that you're posting an optimized Craigslist ad on a regular basis. You need to make sure you target your ads to your chosen market. Make sure that the ad is not loud and that it is as simple as possible. When you create an ad put a lot of effort into the title of the ad because that is what will catch the attention of people looking for your business. Your title should include your keyword phrase as well as your city and state. You might think of your Craigslist ad as a landing page of sorts because, if you pay attention, you'll see that often the ads on Craigslist are higher ranked than the websites they advertise. The best strategy for business owners is to think of Craigslist as a funnel for targeted traffic and your website. Besides that, there is also USFreeAds: it does not work as well as Craigslist but it can still provide you with a great response since it is a well ranked classified site. Your main goal with the classified websites should be to send as much traffic to your best offer by either posting directly or using their traffic as a starting point.

You need to have multiple landing pages for different locations. For local listings, don't try to create more than one targeted listing for a single business, though if there are several locations there's nothing wrong with targeting each separate location. The crucial point is that each separate location must have its own unique landing page that is obviously about the business in that specific place. You don't want to have multiple local listings pointing at the same landing page or the site's main page, as this would make things unclear. Dedicated landing pages work in your favor because they ensure that people searching for you will know exactly who and where you are. This is something that is worth paying attention to, even if it may not seem that important.

Another way to get ranked well locally is to get backlinks from well established local websites, which the search engines consider important. Try to get listed by well regarded groups in your area, such as the Chamber of Commerce or Better Business Bureau, as these are the kind of links that give you the most pull. You can find such sites by Googling your city name along with the keyword "business directory." Once you have these sites, do what you can to get listed by them. You can do all of this very quickly, and the potential long term benefits are great.

The best approach to linkbuilding is to not focus so much on quantity, but on getting the links that really count. In summary, local search engine optimization requires you to put in a bit of extra effort, but in the end, it also gives you the opportunity to reach out to your target audience easily..

Here are much more info in relation to [Easy Click Commissions](#).

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