

## Local SEO Guide for E-commerce: How to Boost Online and Offline Sales for Local Stores

Local SEO enables businesses to connect with a highly targeted audience within specific geographic areas. As consumer behavior evolves, the demand for personalised user experiences that nurture customer engagement is crucial for converting the right audience at the right time and in the right location.

By integrating online retail with in-person shopping experience, local businesses can create seamless user journeys for their customers. These journeys are driven by location-based searches, which not only increase site traffic but also boost footfall to their physical stores.

This article delves into the best local SEO practices for e-commerce businesses that would help gain a competitive advantage in local areas. Explore two key local SEO strategies and the tactics local business can action to enhance brand visibility in local search, increase user interaction and drive more sales both online and in-store.



*Open Shop Sign – Image Source: pixabay.com*

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## How Can Local SEO Help a Local Ecommerce Business?

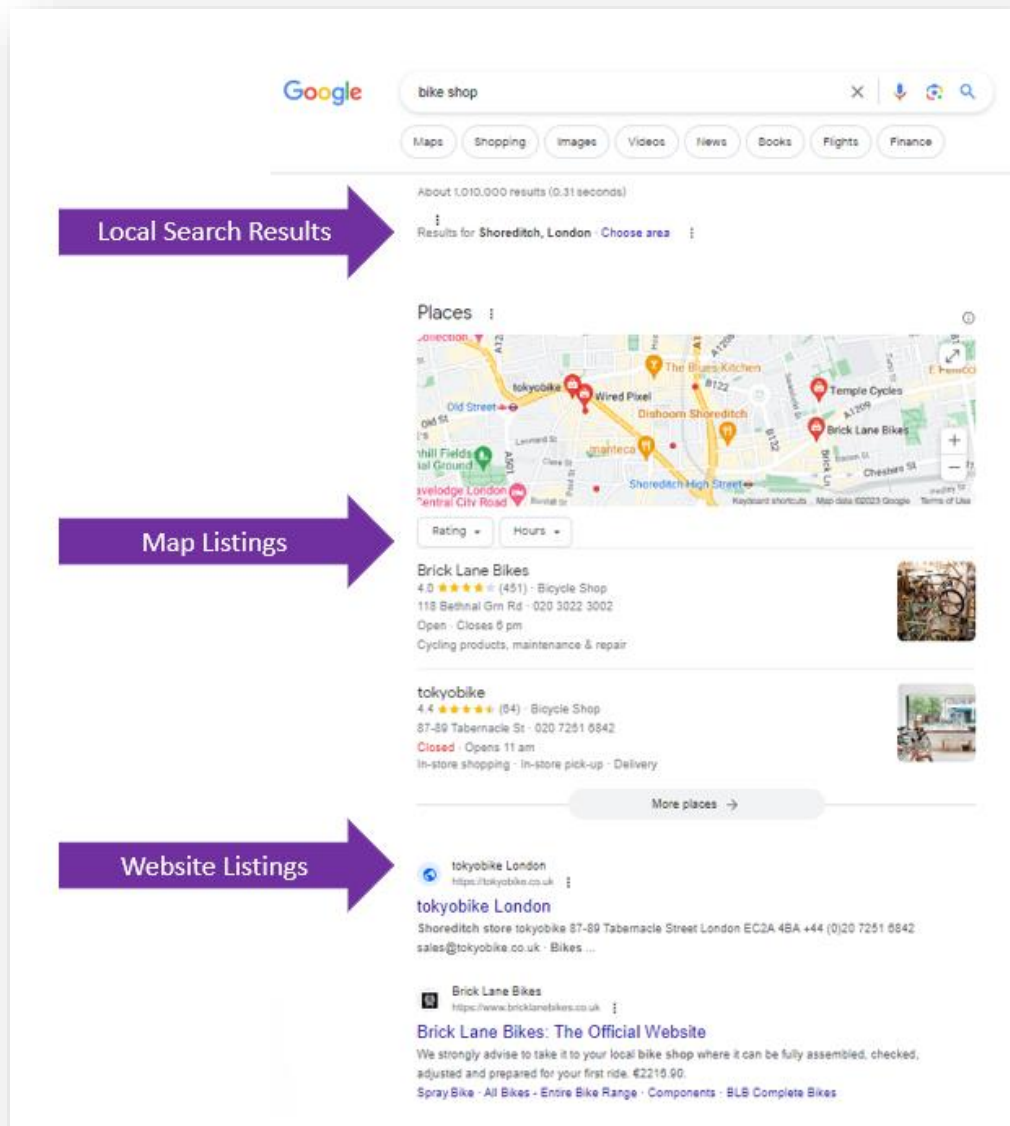


*Local Bike Shop – Image Source: pixabay.com*

Let us take as an example a bike shop chain with multiple locations. Let us call it Gina's Wheels. And let us assume that this business is looking to boost its local search presence and drive more foot traffic to all their physical stores in various locations throughout the UK. So how can optimising local search performance help Gina's Wheels improve sales?

By optimising both on-site and off-site presence following the strategies and tactics outlined in this article, Gina's Wheels can improve their local search rankings in each local area they have brick and mortar stores. With better rankings in the local search results, users searching for "bike shop " or "best cycling gear" are more likely to discover the closest Gina's Wheels stores at the top of their search results based on users' location.

As a result, users who want to make a purchase in person would be far more likely to find Gina's Wheels' physical store on Google Maps, thereby translating to higher footfall. Alternatively, users who want to check product availability will access the site.



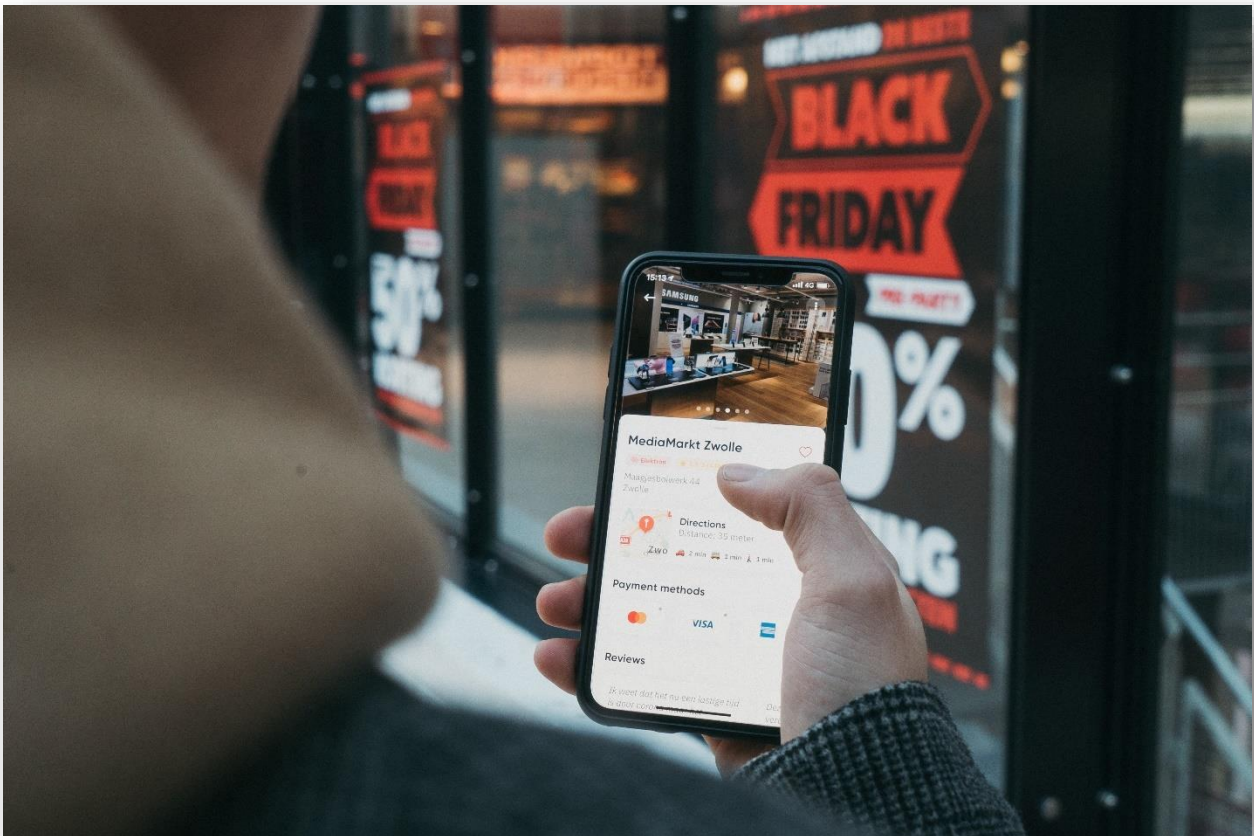
Google Search Results Screenshot of 'bike shop' search performed in Shoreditch

Combining both online and in-store interactions will enhance Gina's Wheels' engagement with the local community. This approach helps build a stronger connection with local customers by highlighting the company's established reputation, providing access to local store reviews, and offering virtual store tours prior to in-person visits. This, in turn, leads to increased brand visibility and can drive in higher revenue for the business.



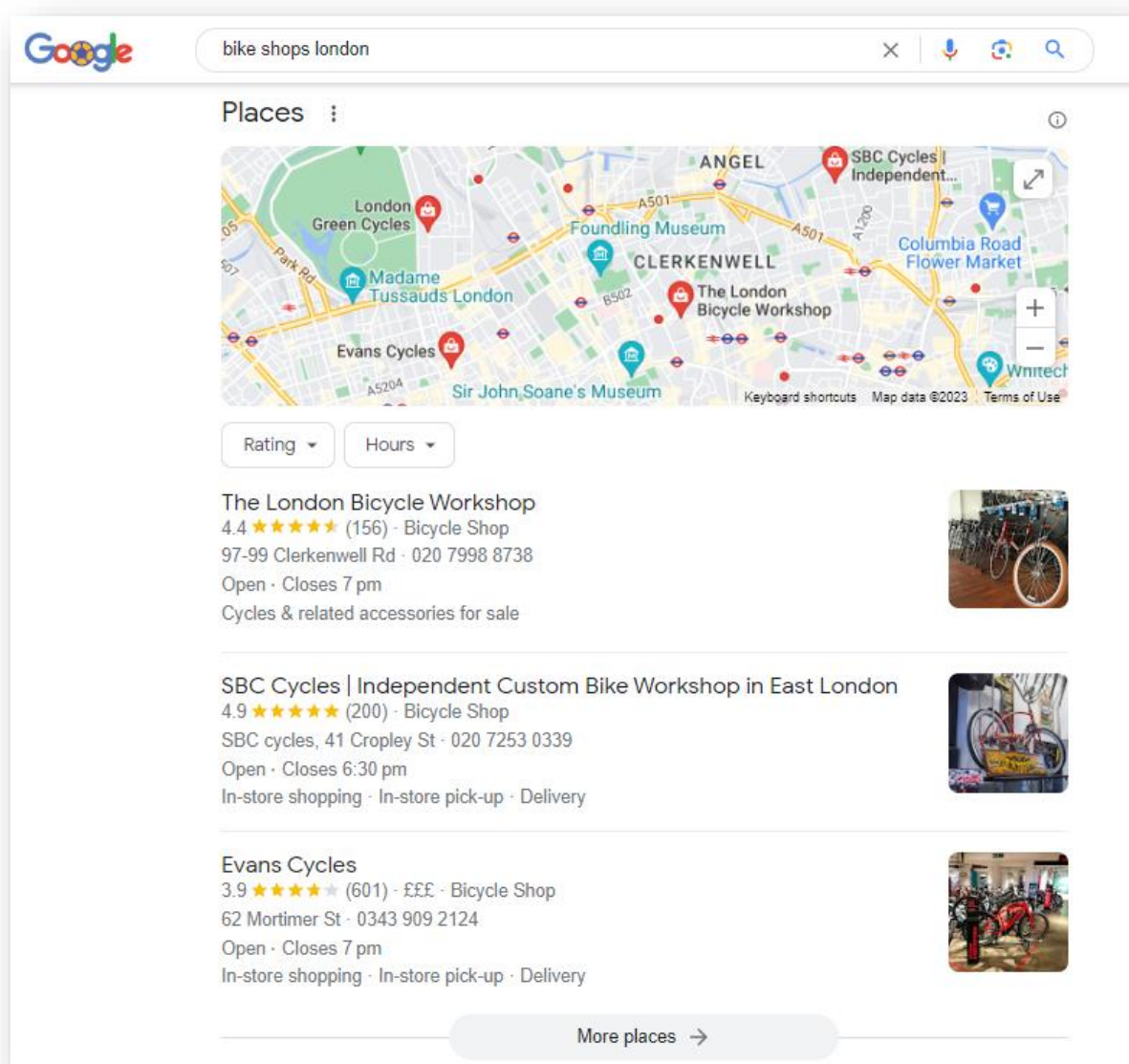
## 1. Off-Site Local SEO Strategies for Ecommerce Sites

Off-Site SEO strategies refer to a set of actions that are taken outside of a website's domain with the goal of helping improve the site's search engine visibility and authority. These actions focus on creating a positive online reputation, increasing website authority, and attracting targeted traffic to the site. A combination of these factors leads to better search engine rankings and broader audience reach.



*Optimising Ecommerce Store for Local Search – Image Source: unsplash.com*

## 1.1. Create and manage Google Business Profile listings



*Screenshot of Google Business Profile Listings in Local Search*

Optimising Google Business Profile (formally Google My Business) listings is crucial for local SEO to improve a brand's visibility in local search results.

### Steps Gina's Wheels can take to optimise a Google Business Profile listing:

1. Set up or claim and verify the listing – to do so, go to [Google Business Profile](#), search for the local store name to see if the listing has been automatically

created by Google. If it is already created, then claim the business listing. If the listing does not exist, then go ahead to create it.

2. Verify ownership through the presented options which may involve receiving a postcard at the business address, getting a phone call, or sending a business video straight from the tool.
3. Video verification could be a mandatory step for some business owners in line with Google's evolving policies. Available verification methods depend on business category, the information business listings share, their region, and Google's support hours. Video verification establishes a direct link between the business and its online presence, holding businesses accountable for the information they provide, further establishing trust and authenticity for both business owner and users. If prompted with a verification via business video, follow [Google's guidelines and best practices on video recording](#) to ensure the verification is successful.
4. Optimise the Google Business Profile listing by adding the necessary information: including the business name, address, phone number (NAP), website URL, business category, and operating hours. Make sure the details are up to date and match the information on the site.
5. Upload high-quality, relevant images of the business, products, services, and team to create a positive impression on potential customers.
6. Write a compelling business description highlighting the unique selling points and core offerings. Use relevant keywords and ensure the description represents the brand effectively.
7. Get customer reviews and manage these reviews by responding to both positive and negative ones in a professional manner to keep a good reputation.
8. Enable messaging and appointment bookings if it is suitable and can be handled by the business. This would allow potential customers to contact the business directly through the Google Business Profile listing, which would increase conversions.
9. Use post features that include text, photos, or videos to share updates, promotions, and events that would keep the audience informed and engaged.
10. Include relevant attributes that highlight unique aspects of the business such as 'wheelchair accessible.'

By optimising the Google Business Profile Listing, Gina's Wheels can enhance their local SEO efforts, making it easier for potential customers to find and engage with the business when searching for products or services in open brick and mortar store areas.

## 1.2. Create a local content outreach campaign



*Off-Site Local SEO – Image Source: pixabay.com*

Content outreach campaign aiming to get links from other local sites is an essential step in enhancing local SEO for ecommerce stores, gaining authority and visibility in the local search results.

### **Steps Gina's Wheels can take to get local press mentions and backlinks:**

1. Create valuable and engaging content tailored to local audiences

This could be in the form of blog posts, infographics, or videos focusing on local topics, events, or trends. By publishing content that is relevant to a local audience, sites can attract backlinks from other local websites and get shares on social media platforms gaining more local visibility within the community.

An example for Gina's Wheels would be to create comprehensive guides to the best cycling destinations in the city and surrounding areas for each of the locations where they have brick and mortar stores. These guides can include detailed maps, with stops and best routes for cyclists, and could be picked up by local bloggers, cycling magazines, and tourism websites, which would in turn link to Gina's Wheels piece of content as a helpful resource, boost Gina's Wheels' website visibility and authority online.



2. Build a PR strategy around business' latest news and events that would develop relationships with local journalists and press outlets. Whenever it is a business achievement or product launch, reaching out to local media would be a fantastic way to secure press coverage and get backlinks.

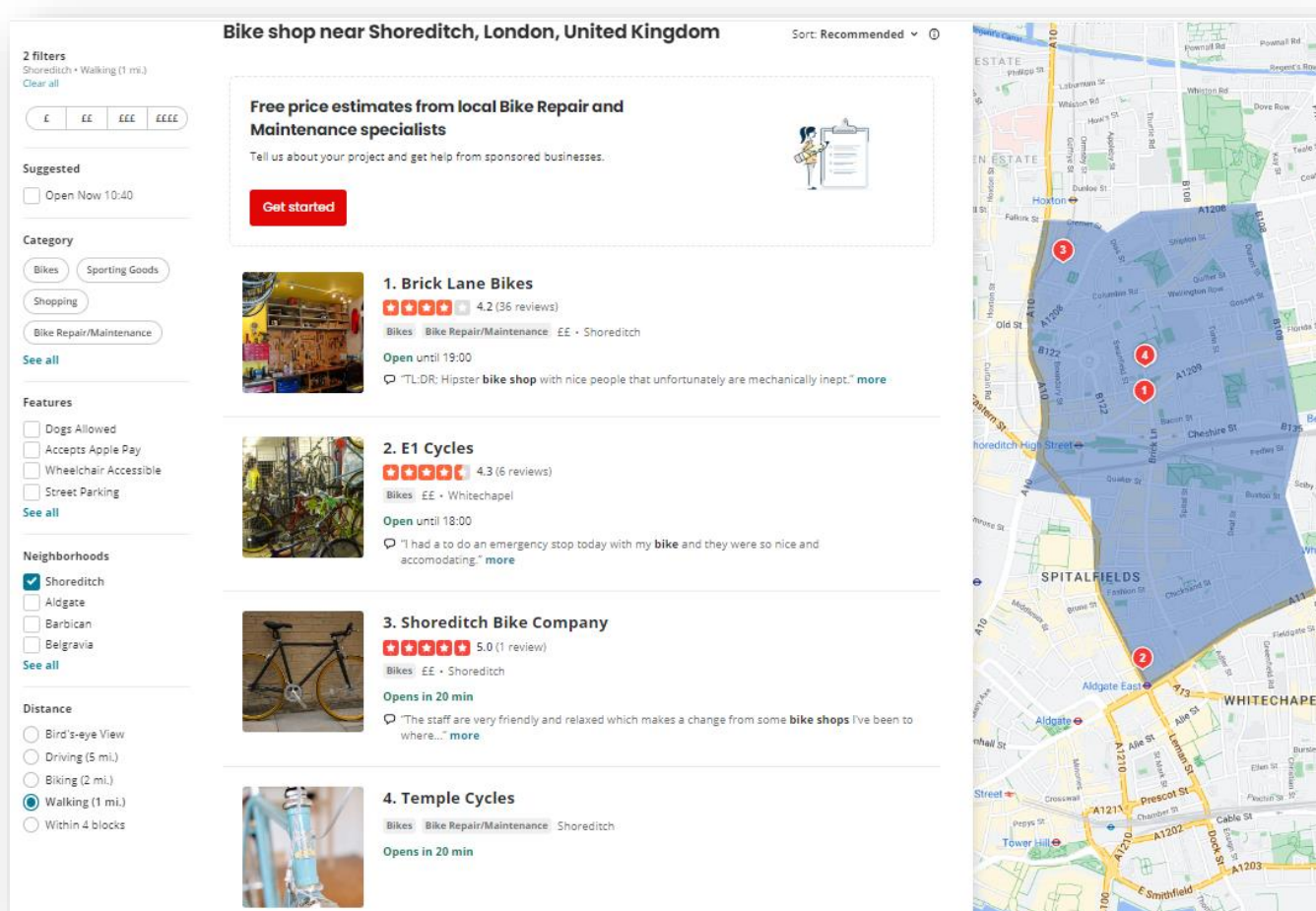
An example for Gina's Wheels would be to announce an event, for instance a cycling challenge that they are organising. Gina's Wheels could run an email outreach campaign targeting local newspapers, community focused blogs, local lifestyle/health magazines, fitness publications highlighting the event details and their initiative to encourage cycling within the community.

3. Create a local social media strategy

Local social media campaigns can be a fantastic way to engage with the target audience in specific locations, raising awareness within the community and potentially earning backlinks. Join local groups that are of interest for the target audience and are relevant to the industry, and actively share content that can be valuable to social media users to attract more website traffic.

Gina's Wheels could run a social media campaign creating a catchy hashtag that would attract attention and encourage the community to take part. For instance, they could use the hashtag #PedalWinLocal aimed at connecting with local communities, spreading the joy of cycling, and rewarding loyal customers. This campaign would strategically combine online engagement with offline foot traffic, encouraging people to explore the local shop, engage with social media content, and win gift cards, get discounts, or free products.

## 1.3. Build local directory citations



Screenshot of Yelp Directory – Image Source: yelp.com

Local citations play a crucial role in enhancing local SEO for ecommerce stores. Citations are mentions of the business name, address, and phone number (NAP) on various online platforms, such as local directories, business listings, and review sites.

### How can Gina's Wheels use local citations to improve their local SEO performance in a few steps:

1. Ensure that business information (NAP) is consistent across all citation sources, including webpages, social media profiles, and local directories. Inconsistent or inaccurate information can confuse search engines and potential customers, damaging brand image with a negative impact on conversions and sales

2. Aim to establish connections from other authoritative websites and build a robust base of citations to amplify the effectiveness of link-building. Citations on authoritative platforms can increase a business's online visibility, specifically when highly authoritative websites are linking to a specific location page, rather than the homepage.
3. Keep citations optimised and updated, and include essential details like business description, operating hours, website URL, and product/service categories, as well as high quality images and videos to make the listing more engaging to potential customers.
4. As with Google Business Profile optimisation, encouraging customers to leave reviews will improve credibility as well as local search rankings. It is recommended to reply to all reviews adopting a proactive approach to the issues they might be flagging and thanking positive reviewers for their contribution.

By effectively managing local citations, ecommerce stores can improve their local search visibility, attract targeted local traffic, and establish a strong online presence within local communities.

Whatever strategy a business will adopt to attract more backlinks to the site, a good rule of thumb is that quality is more important than quantity. Key take-away is to focus on getting relevant and authoritative links from local sources to improve an ecommerce site's local SEO and drive targeted traffic to the local business.

## 2. On-Site Local SEO Strategies for Ecommerce Sites

On-site or on-page SEO includes optimising various elements directly on a website to improve its search engine visibility and rankings on target keywords that are relevant to the business. For local businesses, these targeted phrases will contain the location, for instance 'bike service in East London.'

By strategically incorporating relevant keywords, enhancing user experience, and ensuring proper technical implementation, on-site SEO aims to make a website more accessible and valuable to both search engines and visitors.

Good on-page practice for Local SEO includes the tactics outlined below.

## 2.1. Implement Local Business Schema Markup Code

The diagram illustrates how Local Business Schema Markup Code is implemented. On the left, a code block shows JSON-LD schema for a bike shop. A purple arrow points from this code to a Google search results page on the right. The search query is 'bike shops near me'. The results show a map with red location pins and a list of businesses. The first business, 'My Local Bike Shop - Shoreditch', is highlighted in yellow, matching the name in the schema code. Below it are 'Maison Du Vélo' and 'Brick Lane Bikes'.

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "BikeStore",
  "name": "My Local Bike Shop - Shoreditch",
  "image": "www.mylocalbikeshop.co.uk/shoreditch/shoreditch-storefront.jpg",
  "@id": "@mylocalbikeshop-shoreditch",
  "url": "www.mylocalbikeshop.co.uk/shoreditch/",
  "telephone": "01737 242163",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "384 Old St, London",
    "addressLocality": "London",
    "postalCode": "EC1V 9LT",
    "addressCountry": "GB"
  },
  "openingHoursSpecification": [{
    "@type": "OpeningHoursSpecification",
    "dayOfWeek": [
      "Monday",
      "Tuesday",
      "Wednesday",
      "Thursday",
      "Friday",
      "Saturday"
    ],
    "opens": "10:00",
    "closes": "18:00"
  }],
  "openingHoursSpecification": [{
    "@type": "OpeningHoursSpecification",
    "dayOfWeek": "Sunday",
    "opens": "10:00",
    "closes": "16:00"
  }]
}]
</script>
```

Google search results for 'bike shops near me' showing a map and a list of businesses. The first business, 'My Local Bike Shop - Shoreditch', is highlighted in yellow, matching the schema code example.

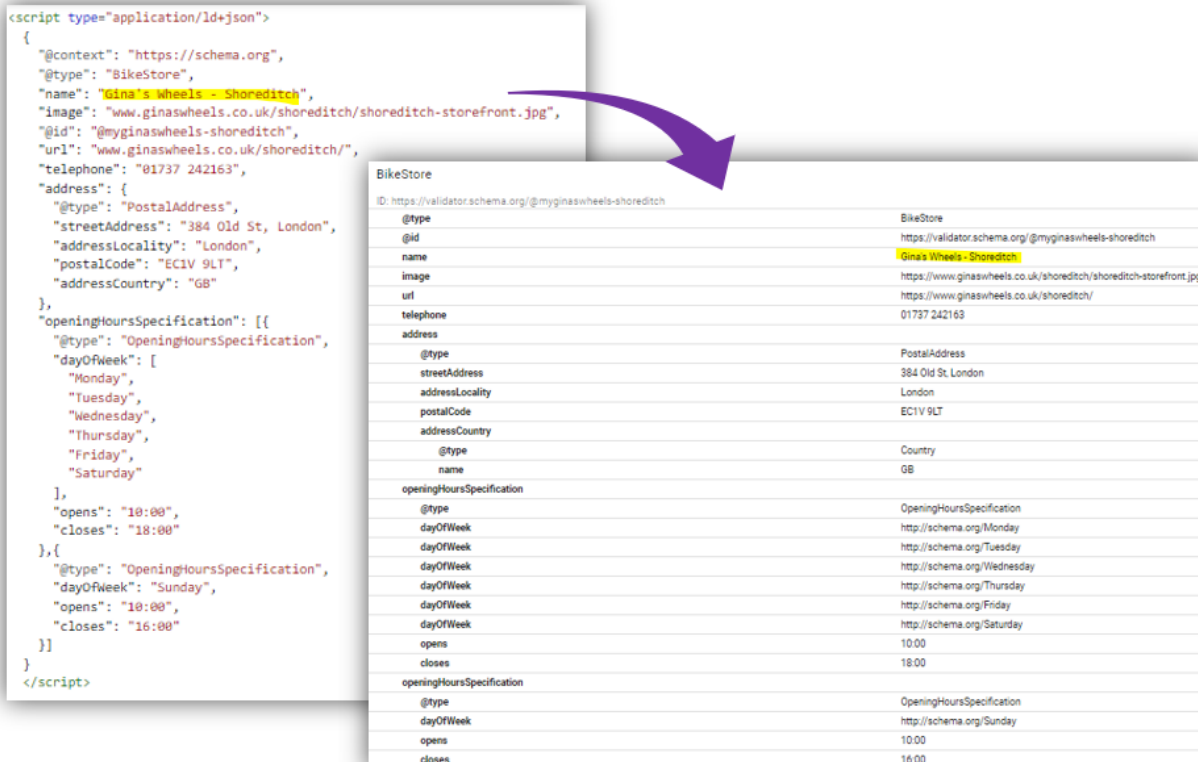
Local Business Schema Markup Code Example

Local business schema markup is a piece of code that sits in the HTML <header> tag of a page that helps search engines better understand and display relevant information about the business, such as its name, address, phone number, operating hours, and other key details about a local business.

### How can Gina's Wheels enhance their local search results through schema markup code

Gina's Wheels would first make a list of all their location pages on the site, then create and implement Local Business Schema Markup code.



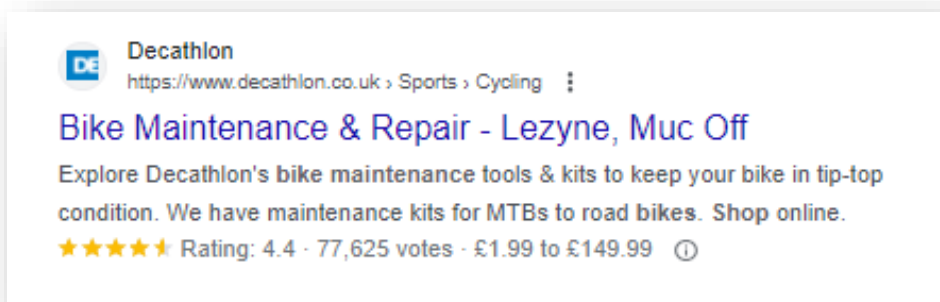


```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "BikeStore",
  "name": "Gina's Wheels - Shoreditch",
  "image": "www.ginaswheels.co.uk/shoreditch/shoreditch-storefront.jpg",
  "id": "@myginaswheels-shoreditch",
  "url": "www.ginaswheels.co.uk/shoreditch/",
  "telephone": "01737 242163",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "384 Old St, London",
    "addressLocality": "London",
    "postalCode": "EC1V 9LT",
    "addressCountry": "GB"
  },
  "openingHoursSpecification": [{
    "@type": "OpeningHoursSpecification",
    "dayOfWeek": [
      "Monday",
      "Tuesday",
      "Wednesday",
      "Thursday",
      "Friday",
      "Saturday"
    ],
    "opens": "10:00",
    "closes": "18:00"
  }, {
    "@type": "OpeningHoursSpecification",
    "dayOfWeek": "Sunday",
    "opens": "10:00",
    "closes": "16:00"
  }]
}
</script>
```

BikeStore	
ID:	https://validator.schema.org/@myginaswheels-shoreditch
@type	BikeStore
id	https://validator.schema.org/@myginaswheels-shoreditch
name	Gina's Wheels - Shoreditch
image	https://www.ginaswheels.co.uk/shoreditch/shoreditch-storefront.jpg
url	https://www.ginaswheels.co.uk/shoreditch/
telephone	01737 242163
address	
@type	PostalAddress
streetAddress	384 Old St London
addressLocality	London
postalCode	EC1V 9LT
addressCountry	
@type	Country
name	GB
openingHoursSpecification	
@type	OpeningHoursSpecification
dayOfWeek	http://schema.org/Monday
dayOfWeek	http://schema.org/Tuesday
dayOfWeek	http://schema.org/Wednesday
dayOfWeek	http://schema.org/Thursday
dayOfWeek	http://schema.org/Friday
dayOfWeek	http://schema.org/Saturday
opens	10:00
closes	18:00
openingHoursSpecification	
@type	OpeningHoursSpecification
dayOfWeek	http://schema.org/Sunday
opens	10:00
closes	16:00

Example of Local Business Schema Markup Code for Gina's Wheels in Shoreditch

Adding local business schema markup to their local branch pages provides search engines with more context about their business to facilitate the appearance of rich snippets that highlight specific details, such as star ratings, reviews, and location information.



**Decathlon**  
https://www.decathlon.co.uk › Sports › Cycling

## Bike Maintenance & Repair - Lezyne, Muc Off

Explore Decathlon's bike maintenance tools & kits to keep your bike in tip-top condition. We have maintenance kits for MTBs to road bikes. Shop online.

★★★★★ Rating: 4.4 · 77,625 votes · £1.99 to £149.99 ⓘ

Example of rich search snippets displaying star rating and price range – Local Google Search Results for 'bike repair'

Search engines interpret schema markup as a strong signal for local search rankings which is why keeping accurate and consistent local business information across various sources is important.

Gina's Wheels will check the accuracy of their business information across platforms like Google Business Profile, directory listings, their website's location page, and schema markup code. An example would be using the 'postalcode'

attribute consistently across all location pages and site listings. Performing these checks will help search engines interpret business data more effectively, going beyond the page content, enhancing local SEO performance.

## 2.2. Optimise on-page elements for local SEO

Optimising website content to align with local search terms ensures that the online presence meets the local target audience needs. As local search algorithms consider factors such as proximity, prominence, and relevance, this strategy helps improve website visibility in local searches. This not only enhances brand authority and reputation within local communities, but also boosts site traffic, while driving increased foot traffic to local stores.

### Steps Gina's Wheels can use to optimise local pages for rankings in local search rankings:

1. Start by running a keyword research campaign to find which are the target keywords that benefit the business for all their products and services in each location. These could include city names, neighborhoods, post codes and areas.

By running a keyword research campaign, Gina's Wheels in Shoreditch would discover valuable keywords that can be used to optimise their site content on the Shoreditch landing page, for example:

'Bike shop Shoreditch' - 150 monthly searches

'Bike shop East London' - 150 monthly searches

'Shoreditch bike shop' - 70 monthly searches

2. Next, optimise most important on-page elements:

### Optimise metadata

#### Meta titles

Ensure each meta title is unique and accurately reflects the content of the page, include relevant local keywords in meta titles for better local SEO, keep meta titles around 55-60 characters tops.

## Meta descriptions

Write concise, compelling meta descriptions that supply a summary of the page's content, include secondary local keywords that have not been used in the meta title, and aim to stay within the recommended character limit, around 150-160 character

### Typical Desktop Result

[www.ginaswheels.co.uk](#) > ... > shoreditch ▾

#### Bespoke Bike Shop in Shoreditch - Gina's Wheels

Same-day repair bike shop in East London offering bike maintenance, bike build & specialty services. 30+ years experience. Get a free online quote!

### Typical Mobile Result

<https://www.ginaswheels.co.uk> > ...

#### Bespoke Bike Shop in Shoreditch - Gina's Wheels

Same-day repair bike shop in East London offering bike maintenance, bike build & specialty services. 30+ years experience. Get a free online quote!

*Meta Title & Description Optimisation for Gina's Wheels – Shoreditch*

## Page headings

Use headings to structure content and guide users through the page. Use H1 for the main page title and focus on including the main keyword or topic, use a logical headings structure with H2 through to H6 headings, include local keywords where appropriate and write page copy with readability in mind.

## Make content edits

Review the existing content for relevancy and accuracy, incorporate local keywords naturally throughout the content while avoiding overstuffing. Make sure to add specific details about the local area and neighborhoods, keep content informative, engaging, and valuable to users.

## Persuade readers

Use call-to-actions to guide users towards desired actions, such as 'Get a quote,' 'Make a booking,' 'Place an enquiry,' or 'Visit local shop.'

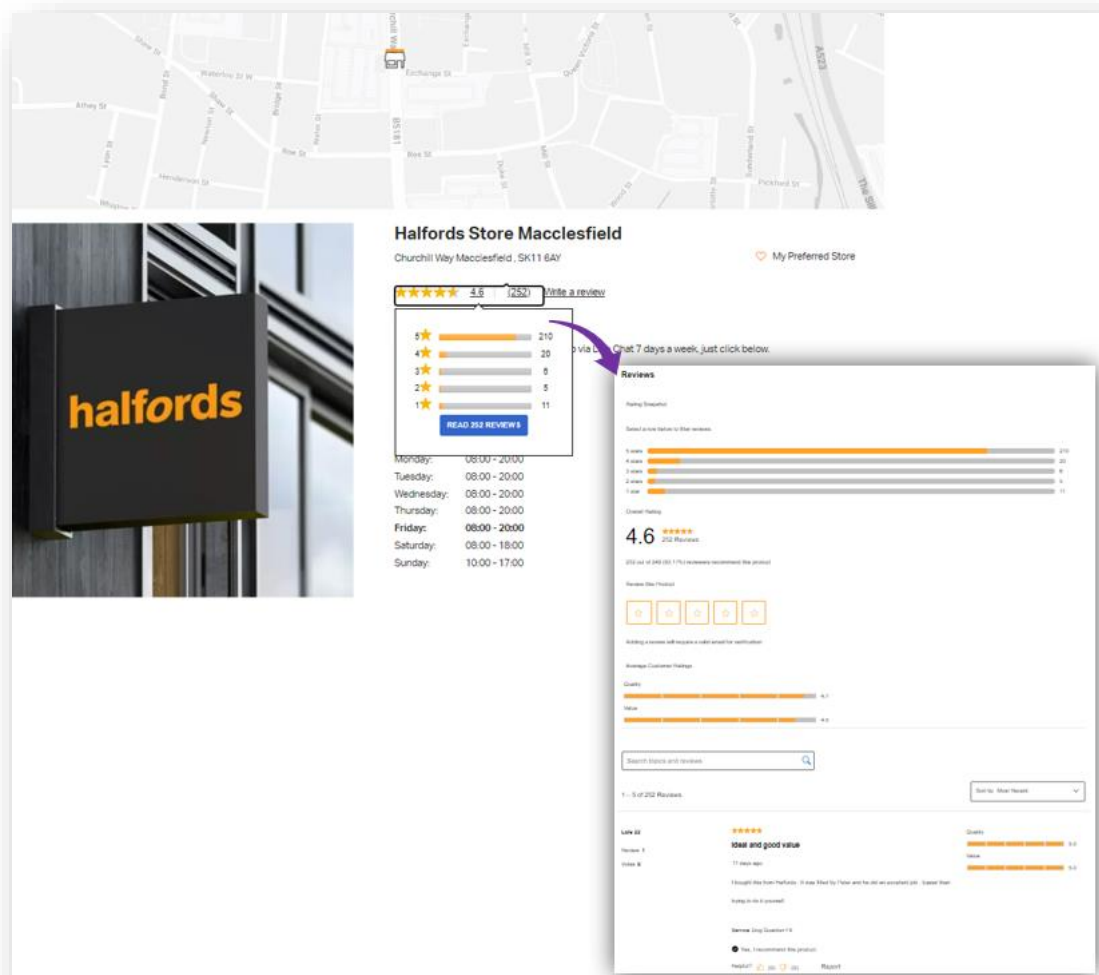
On-page optimisation is an ongoing process, but implementing the above tactics and regularly monitoring the performance of optimised content using analytics tools will help assess keywords rankings in local search and adjust SEO strategy to better serve local audiences while boosting local visibility and sales.

## Integrate off-page data

Integrating Google Business Profile data (reviews, ratings) into the on-page content enhances credibility, SEO, and user engagement.

By highlighting authentic customer feedback, local businesses would boost their credibility and trust among potential customers. Including user-generated content, such as product or service reviews, also provides valuable fresh and relevant content on-page.

Leveraging positive reviews and ratings as social proof can also serve to persuade indecisive customers, leading to better conversion rates. Integrating reviews and star rating offers extra support in shaping customer journey, highlighting the business' commitment to meeting customer needs.



Reviews example from Halfords Macclesfield Store location page – Image Source: <https://www.halfords.com/locations/macclesfield-store/>



## 2.3. Create additional related content about an area while targeting location-related keywords



*Riding a bike in London – Image Source: unsplash.com*

Creating location related pages for local businesses is incredibly important as the content would target location specific audiences, boosting rankings in local SEO, as well enhancing user experience which further results in increased visibility, engagement, and conversions.

How can fresh content support local SEO efforts:

### 1. Create location pages

Create location pages with informational content relevant to an area for each location where the business runs. These pages should provide valuable information specific to that area, such as directions, contact details and local testimonials, as well as available services and products.

For Gina's Wheels it would mean making sure that for their bike shop in Shoreditch they would have a live page on the site that would present all relevant information about their branch. The URL would be the following:

[www.ginaswheels.co.uk/shoreditch/](http://www.ginaswheels.co.uk/shoreditch/)

## 2. Create an FAQ (Frequently Asked Question) section

Having a frequently asked questions (FAQ) section for each location landing page enhances user experience by providing quick answers to common queries local customers have. The FAQ section acts as a source of education, clearing up offerings and policies to gain a competitive edge.

Moreover, it improves local SEO performance by incorporating relevant keywords, potentially boosting the location page visibility in search. This would result in location-personalised site content that builds credibility, authority, and expertise, which could potentially result in increased conversion rates.

For Gina's Wheels in Shoreditch, it would mean addressing the following queries people ask in Google:

How often should I service my bike?

How long does it take to get my bike tuned up?

How much will it cost to replace a bike tyre?

## 3. Publish blog content regularly

Regularly publishing blog content that captures the interest of website users helps engage the audience, demonstrate expertise, and attract potential customers. Mixing in compelling visuals, such as images and videos, adds to the appeal of the content, making it easier to read and interact.

As an example, Gina's Wheels could publish must-visit cycling destinations or bike routes that would address all business locations. For example, they could write a blog entry on 'Best East London Cycle Routes' and add a link to their Shoreditch bike shop location page to assist the user journey on site, directing the readers to the nearest branch to learn more info about the local shop's offerings.

## Conclusion

Adopting the on-page and off-page local SEO strategies outlined above would uncover great opportunities to enhance an ecommerce site's visibility in the local search results pages, attracting the right audience to the local shop both online and offline, leading to increased conversions within local markets.

This strategic plan for improving local SEO performance goes beyond online visibility in local search, driving substantial growth at the local level as the core objective of local businesses remains attracting real foot traffic. This is where in-store offers play a pivotal role, creating a direct link between a brand's online presence and offline visits with the end goal of enticing customers to experience the physical location firsthand.

Furthermore, by monitoring both on-page metrics such as local rankings, page visits and conversions together with off-page metrics like direction inquiries and calls from off-site listings, businesses gain actionable insights into their marketing strategy. This data-driven approach enables them to personalise local strategies for maximum footfall and best ROI (Return on Investment).

Looking for a bespoke SEO strategy? Get expert help in implementing the best local strategies from our SEO specialists. [Contact Space & Time](#) today for SEO services or training to help improve local sales!