

# Beyond the Tip of the Iceberg: How RevLocal Develops Your Local Search Presence

There's more to local search marketing than you may realize! Take a look at what lies right beneath the surface of all that we do to build a local search presence for your business.

## Search Results

Your business will rank higher in search results across Google, Bing and more.

## Search Engine Listings

We set up, claim and manage your listings to improve your presence.

## RevSite

A fully functioning and mobile-friendly website or landing page.

## Optimization Process

Optimization is a highly involved process where we develop numerous areas of your listing and website including:

- Meta and business descriptions
- Title tags
- Internal links
- Effective site architecture
- Name, address, phone number and URL information

# 70%

of search traffic comes from keywords!

## Keyword Implementation

Keywords are incorporated into your listings and website through extensive research that evaluates the search volume, relevance and competition behind certain industry-specific keywords.

## Call/Data Tracking

Data-driven marketing increases campaign ROI by **5-8x.**

To meet this growth, our team focuses on tracking and evaluating the calls that come into your business. In addition, we analyze your website and Google traffic and engagement.

If a website takes more than 5 seconds to load, **74 percent** of visitors will leave the website.

## Page Speed

Our RevSite team utilizes different back-end strategies in order to make RevSites effective within this short time frame.