

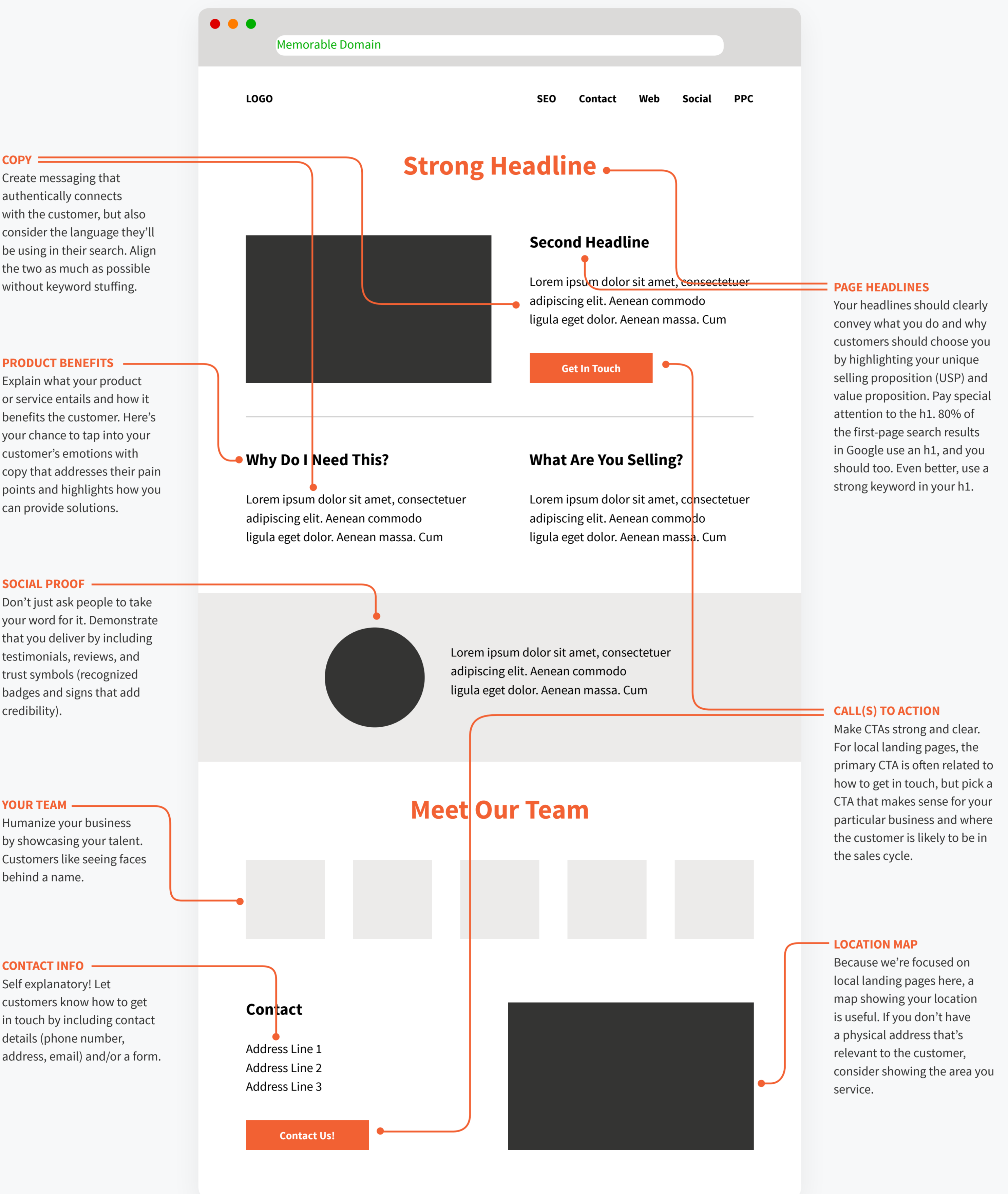
# WHAT TOP- PERFORMING LOCAL LANDING PAGES HAVE IN COMMON

HOW TO GET A **FLOOD OF ONLINE TRAFFIC**  
WITHOUT SPENDING \$1 / DAY

# WHAT TOP-PERFORMING LOCAL LANDING PAGES HAVE IN COMMON

If you want to dominate your local market and get a coveted top spot in Google’s local pack, you’re going to need to address two key components: landing page conventions and local SEO ranking factors. The best performing local landing pages are optimized from a local SEO perspective, but they’re also finely tuned for lead generation. Here’s a look at what the top-ranking websites have in common, plus some stats to help drive it home.

## Dissecting the Anatomy of an Optimized Local Landing Page



**8%**

keywords in their h1

**38%**

listings with a call to action

**12%**

listings with trust symbols

**19%**

listings with a testimonial

**34%**

listings with a Google Map

**58%**

listings with a photos of staff/building/service

### A Well-Optimized Landing Page Should Include:

- Location hours, including special hours for holidays or hours that may differ for specific departments
- A map with a pin indicating the store’s location
- A “get directions” CTA button underneath the map
- Nearby locations information about this location including name, address, and phone number tagged properly with Schema markup
- Photo content can be used showcase the store itself as well as the most popular products or services

Keep in mind, however, that a local pizza restaurant will display different information compared to a local gym or clothing store.

SOURCE:

Optimize Your Landing Page Infographic - <https://www.brandify.com/blog/optimize-your-local-landing-pages>