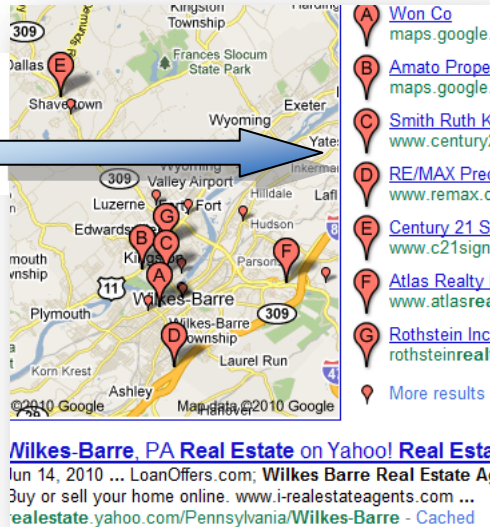


# Local search got hotter. Now it gets bigger.

Because you  
need to be here

and here



Introducing ...

## Expanded Local Search Engine Optimization (ELSEO)

LSEO (Local Search Engine Optimization) targets only the **Local Business Results** (maps).

But, to get the highest impact and most reliable listings, you need **both** the Local Business Results (LBRs), **and** the organic listings that appear near them.

## Why?

Try a search on “web design Bangor Maine.”

Google does **not** display Local Business Results (LBRs).

### web design bangor maine

About 50,700 results (0.24 seconds)

#### [Web Design for Small Business & Non-Profits – Affordable ...](#)

We're a full service website marketing company located in **Bangor, Maine**. We offer comprehensive small business **web design** packages, as well as small ...  
[www.linksadvantage.com/](#) - Cached - Similar

#### [A maine web design company providing web development, search ...](#)

Sephone is a **Bangor, Maine** based company providing solutions for **web design**, web development, content management, ecommerce for clients throughout New ...  
About - Blog - Contact - eCommerce  
[www.sephone.com/](#) - Cached - Similar

#### [Maine Branding Firms | Maine Public Relations Agency | Maine ...](#)

Maine Branding Firms | Maine Public Relations Agency | Maine **Website** Company ...  
service marketing and communications company based in **Bangor, Maine** ...  
[www.sutherlandweston.com/](#) - Cached - Similar

Try “Orange County grocery stores.” Try “real estate Dallas.” There are **no** LBRs.

1. Google does **not** always show “Local Business Results” (LBRs) for local searches.
2. Different kinds of searches bring up different results. Try “seo services New York,” then try “seo services **in** New York.” Try “NY real estate,” then try “NY real estate agents.” The LBRs (Local Business Results or “maps”) may or may *not* appear, depending on the way the search is done.



In fact, we do *many kinds* of searches:

**keyword + city**  
**city + keyword,**  
**keyword + city & state**  
**keyword + county**  
**keyword + zip code** ... or just **keyword alone.**

Again, Google often shows local organic results **instead of** Local Business Results (LBRs). Organic listings may even appear **above** the LBRs, and, of course, always appear below them.

## Preferences



Searchers often prefer the organic listings to Local Business Results listings (LBRs)—because the LBRs lead to a [maps.google.com](http://maps.google.com) page, “superpages” or other directories that make it hard to find information. Organic listings are still the most reliable and most trusted. At least **50% of users** prefer organic listings to local business results, so if you are an insurance agent you need to be here as many of your potential clients are searching for [insurance quotes](#) and using local to help them..

And Google “personalization” means that organic results can appear for “just the keyword.” Google knows where the searcher is and shows only local results. So, users will learn to use fewer location words to get local results—just “pizza”—not “pizza San Jose.” Merchants with correctly optimized sites will be able to score local organic results for even these **one-word searches**. Do a search on just the word “pizza.” See what happens. Are those phone numbers *local*?



- A** [Salvatores Pizzeria](#)  
[www.salvatores.com](http://www.salvatores.com) - (585) 742-2555 - 2 reviews
- B** [Pontillo's Pizzerias](#)  
[www.pontillospizza.com](http://www.pontillospizza.com) - (585) 924-2660 - 2 reviews
- C** [Leonardo's Pizza](#)  
[maps.google.com](http://maps.google.com) - (585) 924-1480 - 6 reviews

and ...

Local Business Results will always be limited to seven—or **a small number** of—listings. Geography is a prime factor. Not all businesses can get into this inner circle. And Google can—and will—change the rules at any time. The **smart solution** is to attack on all fronts and target all screen locations—both Local Business Results and organic listings.

*Dominate the listings and keep your competitors out.*

## When should you use ELSEO?



- Your company is not near the Google “centroid” (center of the city) or you have no local address
- You have multiple addresses (Google won’t always show all your addresses in the LBRs)
- Your keywords are highly **competitive**, and you need solid top ranked listings
- Variations of your keywords don’t bring up Local Business Results (try them all)
- You don’t have top organic rankings for your local keyword (word plus location)
- You are using many niche keywords—you want a broad “keyword footprint.”
- You want both local and **global** listings
- You want to achieve maximum impact
- You want results that have staying power

And, of course, you want the highest ROI on your marketing dollars.

## The Benefits ELSEO . . .



- Enlarges your target audience substantially
- Localizes for you—even when you don’t have a local address
- Optimizes you for more than a single address
- Responds to all types of keyword searches
- Expands your “impact zone”
- Works with Google personalization
- Supports global searches as well as local
- Stabilizes your listings
- Gives you secure, guaranteed local [insurance agent](#) presence
- Puts you way ahead of competitors

## How do we do it?

ELSEO includes all the services included in the LSEO package

These include the standard **LSEO services**: Keyword Analysis, Microcard formatting, geo tagging, geographic localization, top directory submissions, local directory blanketing, etc.

**Plus:** Home page optimization, navigation redesign, keyword expansion, hundreds of monthly links, and more.

Your campaign is personal, targeted, aggressive, thorough, and managed by one of the largest and most **successful** SEO companies worldwide.

## Pricing

The cost of a basic campaign is only **\$249.00** per month.



Achieve total [agent local search engine optimization](#) domination .....

Contact sales toll free at 1-888-533-3254

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