

Why You Must Provide Local Content to Succeed

Nowhere is content so critical as on the Internet. After all, the primary function of the Internet today is to search for “stuff.” We use the Internet to find news, recipes, remedies for what ails us, airline tickets and everything else you could ever want.

When people search, they’re most likely to discover good, structured content that is relevant to the search itself. In other words, the content in a news story or airline site is paramount to whether a consumer ever finds the site on which the content resides. That’s why publications like *The New York Times* train their writers to write in a manner that will increase the chances for the story to be crawled and found by the major search engines.

If you’re not sure about all of this, don’t take our word for it — look at the statistics. For example, Realtor.com internal research suggests that home listings with pictures are clicked on and viewed 299% more often than home listings without them. Books at Amazon with excerpts, reviews and a picture of the book cover always grace the first several pages of a search result. Meanwhile, a book with none of these elements typically gets buried on the last few pages.

Given the example cited above, it won’t surprise you to learn that businesses that have invested in building rich Web content have an incredible advantage over their peers who have not.

The Virtues of Rich Local Content

Today, only 40% of local businesses have taken the time to generate local content. What exactly do we mean by local content? It is all those things that describe your business, such as your hours of operation, the products you sell, the brands on your store shelves or the services you provide.

For every category of business, the content will be different. For example, a painter provides services and a bike shop sells products but may also offer repair services or ancillary services such as bike rentals.

It's not a simple task to describe your business in a manner that both consumers and search engines can digest. That's why Localeze has created a system that enables local business owners and large chains alike to construct and organize this information in one central repository.

Localeze plays a pivotal role in helping merchants create "findable" local content — enabling businesses to build out relevant and structured content that describes their business in the same terms that consumers use to seek them out.

Localeze's tools make it simple for merchants to build rich business profiles, whether you have one store or hundreds. You get all of the advantages of being findable without having to do a lot of extra work or pay fees to each one.

Don't Miss Out on Local Search

If you're waiting for the right moment to build out your online presence, don't wait any longer. Consumers already conduct about 1 billion local searches per month and you know that at least some of them are looking for your product or service.

With rich local content, your odds of being found go up tremendously. Now's the time to help consumers find you.