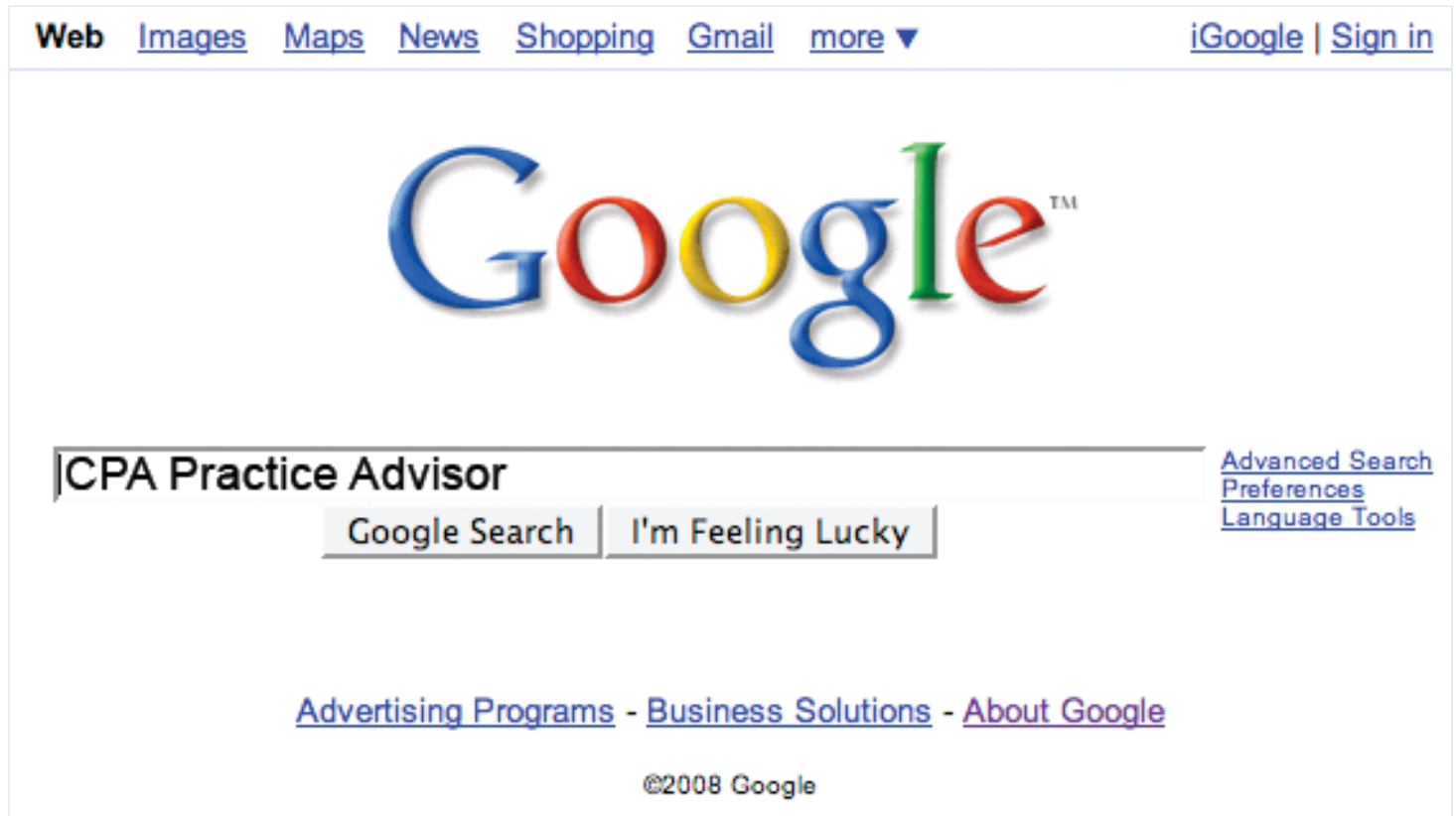


Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us



As the Internet and Google is ever-changing, so is the behavior of its users and their needs which are currently shifting from global to locally-oriented searches. Currently it's estimated that 59% of Internet searches are now performed with local intent and approximately half of all mobile searches are conducted to find information about a local business including hours of operation or directions. Why is this important to accountants and CPAs? The answer is simple – local search matters and optimizing your website for it is key. Individuals/businesses are seeking businesses that are within their geographic area (city, town or state) to help them solve their tax, accounting and business issues. For most firms, they are not targeting a national audience and would prefer strong rankings with locally initially searches. Local SEO tactics can help move the needle on the firm's efforts.

Four Ways that Google Displays Local Search Engine Results Page (SERPs)

1. **Keyword Only Searches** – If a user searches for an accounting firm without

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

- Searcher and will use our results first.
- 2. Keyword + Location Searches** – As mentioned above, keyword searches that include important information such as a city name rely more heavily on true local ranking factors from Google. It's likely that Google will list results that are pulled from local listings like Google My Business, Facebook, Yelp and other directories. An example of a keyword + local search could be "Charlotte North Carolina Forensic Accounting". In this example, the searcher is clearly stating where they want search results to be focused on. It's essential to ensure your website is optimizing for service and industry terms combined with geographic terms.
 - 3. "Near Me" Searches** – *Near Me* searches are gaining popularity on Google and are no longer just about finding a specific place. They're about finding a specific service/product, in a specific location, within a specific timeframe. An example of Google wanting to filter local search results is the following: a user will type a phrase in Google assuming it's local and Google will suggest the addition of "Near Me". When the user accepts, Google returns local search results based on the user's physical location. An example of this type of search would be the search for "bookkeeper". Google suggests adding near me to it and the search now becomes "bookkeeper near me".
 - 4. Mobile Based Searches** – Many are surprised to learn that searches on a mobile device can yield very different results than the same searches conducted on a desktop computer. Why? Google can determine the device you are using and delivers results that are best suited for it. So, if a website is not mobile friendly, or has other issues, it will be ignored when a search is conducted on a mobile device. Since the number of mobile searches are increasing it's important to ensure your website is optimized with local SEO. In addition, make sure the mobile version of your website is meeting Google best practices.

In Perspective

If you want to see how your firm is doing with its local SEO, then I suggest visiting

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

Firm Management

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

© 2024 Firmworks, LLC. All rights reserved