

# Win More Customers:

## The Manufacturer's Guide to Building Effective Location Landing Pages

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# Introduction

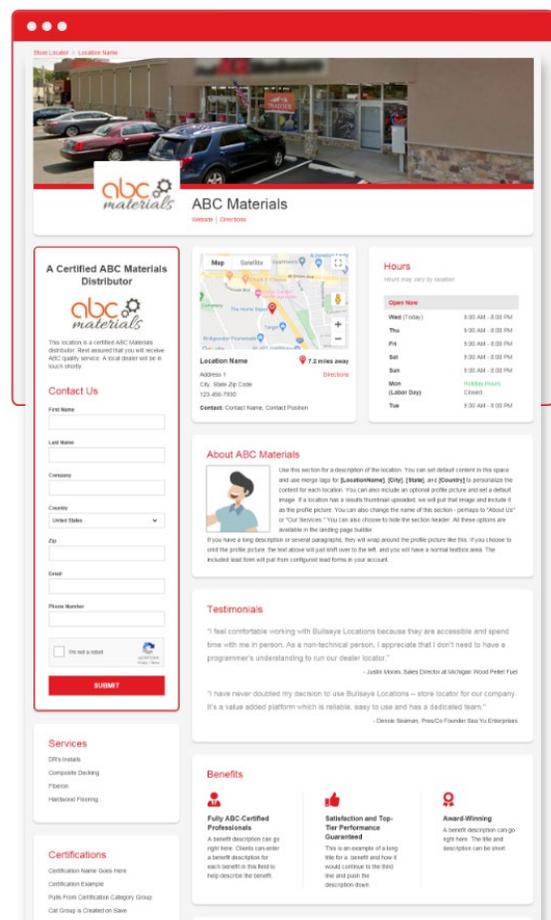
Here at Bullseye, we often talk about SEO-ready location landing pages. But what exactly are they, and how do they give you a leg up on your competitors?

In essence, location landing pages can:

1. Keep visitors engaged
2. Generate inbound traffic via SEO
3. Reinforce brand message
4. Establish trust by showcasing local product implementations
5. Increase marketing effectiveness and reach

## So, What Are Location Landing Pages?

Landing pages are often associated with lead generation (we've also written a post on [lead generation landing page best practices](#)), but they can also be used to provide more information about each store, dealer, agent, or contractor associated with your company. Many users perform additional research before committing to a store visit - like looking up reviews on Google or Yelp. Users are likely to leave your website to conduct this research. This opens them up to getting sidetracked, discovering competitors, or other distractions.



By supplying additional information about each location, you can keep users engaged on your own website. This helps to establish your website as a reputable and comprehensive source of information and provides a great user experience by giving users all the information they may need, eliminating the time and effort of performing outside research. This content is also directly managed by your company and partners, so you have full control over what your potential customers will see. You can tailor this content to tout your USPs, benefits, client success stories, and other differentiating factors to set you apart from your competitors. In addition, each location landing page provides a new entry point to your website, casting a wide net for leads.

Location landing pages are also a great platform to showcase local product implementations. Potential customers can see examples of real-life work done in their own neighborhoods. This proximity and familiarity build brand value and trust in your company. Location landing pages are, in essence, a combination of case studies and testimonials.

Having effective landing pages can improve B2B company resources by enhancing the conversion rate by

**40%**

*(Source: Marketo)*

10-15 landing pages can increase your leads by

**55%**

*(Source: Hubspot)*

## Rank Higher in Google

In addition, the more traffic and unique content your website has, the more likely it will rank higher in search engine results (like Google and Bing). This means users will be more likely to visit your website as they tend to scan the first few results of a search engine. You also get a chance to push your competitors lower down the search results page. The higher you rank, the better. Location landing pages will also capture a wider variety of search traffic and drive it to your website. This increased traffic can lead to more leads, conversions, and sales.

# 59%

of shoppers said they were very likely to click on the first several search results

(Source: Uberall, 2018)

# 97%

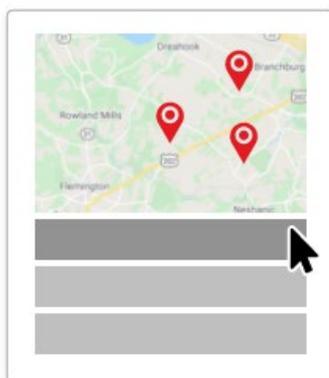
of search engine users searched online to find a local business

(Source: Go-Gulf, 2019)

## Effective Location Landing Page Content

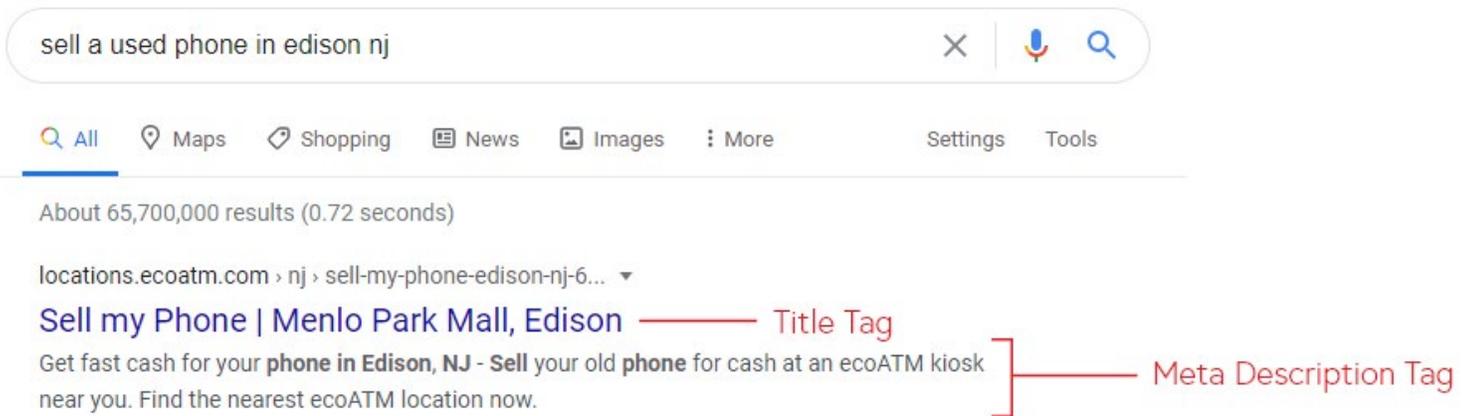
Now, what additional information should you cover? You may want to add a description, photo gallery, videos, inventory lists, reviews, testimonials, sales, or upcoming events. Including additional information helps to convince potential leads of your product's value, especially if you are selling high-ticket items. In fact, **long landing pages can generate 200% more leads than short ones** (*Marketing Experiments*). But where will all this information fit on your store locator page? This is where location landing pages shine and help potential customers learn detailed information about each location.

It's a Bullseye store locator best practice to keep your search results page clean, simple, and easy to navigate. Since users on your website will be using the locator to find nearby and relevant stores (ex: dealers, distributors, other company locations), it's best to only display basic address, contact, and category information on the search result page. This allows users to accomplish their initial goal without being overwhelmed by too much information at once. A handy "More Info" link can then take users to a dedicated location landing page which, when optimized properly, will also rank well in search engine results.



# Optimizing For Search

Earlier, we mentioned SEO or search engine optimization. SEO refers to all the different ways to increase your rankings in search engines like Google and Bing. Some strategies include decreasing page load times, posting unique content, resolving site errors, leveraging internal linking, and optimizing for mobile devices. Pieces of information, or metadata, can be coded into each web page. For example, a Title Tag and Meta Description Tag let search engines know what your landing pages are about. Each location page should include a unique Title and Meta Description Tag. This is also what displays in organic (unpaid) search results. The Title Tag represents the blue, clickable link while the Meta Description Tag is the text that falls underneath it. By including address information, users who browse search results will see relevant and nearby locations in a list of search results.



The magic behind location landing pages is that each individual landing page can also appear in search results, making your website appear for a wide variety of related online searches. These results will also drive store traffic.

Targeting your pages correctly can increase the conversion up to

# 300%

(Source: Steelhouse)

Additionally, you can boost your organic (unpaid) rankings in search engines by incorporating these SEO strategies:

## 1. Standardize NAP

- NAP stands for name, address, and phone number. Your NAP should be an exact match on your location landing page, Google My Business profile, and other citations across the web.

## 2. Create unique location names

- Differentiate names between locations with the same or similar name. (ex: use a store number or street name, like “ABC Dealer #123” or “ABC Dealer, 1st Street.”)

## 3. Include unique and relevant location content

- **About Section:** Differentiate each location from other stores, distributors, or dealers offering the same products or services.
- **Contact:** Include contact names, positions, numbers, or email addresses.
- **Products and Brands:** If your location is a retailer or dealer, what are some major brands that someone may be searching for? Including this information will help your pages appear in searches for “(brand) near me.”
- **Unique Selling Proposition:** What makes your locations unique compared to your competitors in the area?
- **Special Services:** What special services offered at this location are unique compared to other locations? (ex: wheelchair access, wifi, electric car charging stations, loading docks, free delivery, same-day delivery, online ordering, etc.)
- **Founding Date:** How long has your location been in business?
- **Nearby Conveniences:** Parking, highway access, etc.
- **Nearby Locations or Landmarks:** This can help if you are located in a strip mall or main intersection.

## 4. Include a Call to Action (CTA)

- A Call to Action prompts a user to complete a specific action, whether it be to submit a lead form, purchase an item, or move along the sales funnel.

- Incorporate a helpful CTA (with a link to the appropriate page or form) that adds value to the user experience, such as:
  - » Request Appointment
  - » Get a Quote
  - » Schedule a Demo
  - » Contact Us

## 5. Include internal linking

- Internal linking refers to linking between the different pages of your website. There are several ways to add relevant internal linking to your landing pages:
  - » Include links to other nearby location pages.
  - » Include a link to your website's main About Us page.
  - » If your location offers specific services, include a link to informational pages about those services.
  - » Include a link to recently published blog posts or articles.
  - » For manufacturers, include a link to a new product launch page or case studies.
  - » For distributors, include a link to a special offer page.

## 6. Include location photos

- Similar to what Google My Business suggests, a local landing page should include the following types of photos:
  - » Interior photos
  - » Exterior photos (signage, logo, parking, landmarks, etc.)
  - » Product photos
  - » Service (at work) photos
  - » Project before and after photos
  - » Team/management photos

## 7. Include videos

- Video Marketing is a great tool for companies to further qualify sales leads and increase conversions. Optimizing videos for search engines by:

- » **Creating Engaging Titles and Descriptions:** Spend time crafting the perfect video title and description. Ask yourself, “Is it clickable? Is it interesting?”
- » **Using an Engaging Thumbnail:** The video thumbnail is what searchers will be presented with, and first impressions matter. **You can increase click through rates by up to 30% using engaging thumbnail images** (*Weidenhammer, 2020*).
- » **Embedding Important Videos First:** Search engines typically only display one video per page within their search results, so ensure your most important video is first on the page.
- » **Including a Video Transcript:** Transcripts make your videos accessible to a larger audience (like screen readers) and make it easier for search engines to determine what your video is about.
- » **Embedding With Relevant Content:** A best practice is to place the video along the on-page copy that is most relevant to it.
- » **Encouraging Social Signals:** Social signals, like sharing, liking, or commenting on a video, are a great search engine ranking factor.
- » **Considering Platforms:** While videos are easy to upload and embed through YouTube and Vimeo, you risk driving your website traffic to these external platforms. If your goal is to drive website traffic, you may consider self-hosting your videos.
- » **Adding Video Structured Data:** This is the information that gets passed along when a user shares a video on a social network, like Facebook or Twitter. Without structured data, Google will either attempt to create its own structured data by “scraping” the page content, or it may simply skip the meta data entirely. The structured data markup snippet goes into the <head> of the page code. Below are examples of attributes included within video structured data markup:

- ◇ Name
- ◇ Description
- ◇ Thumbnail URL
- ◇ Upload Date
- ◇ Duration
- ◇ Embed URL or content URL

## 8. Include alt-text on all images

- Alt-text, or “alternate” text, is a hidden description of an image. This description will be read by screen readers, displayed if the image fails to load, and captured by search engines.

## 9. Ensure all location hours are accurate

- Update holiday hours or closures.
- Update pandemic hours or closures.

## 10. Keep location information updated

- Consistently update page with any special events or demonstrations.
- Consistently update page with any special promotions, offers, or sales.
- Considering the current pandemic, include special services offered at your location (ex: curbside pick-up, free delivery).
  - » Include copy with additional information about health and safety protocols being followed at your location.
  - » Include copy with additional information about curbside pick-up protocols (or protocols for other special services).

## 11. Include links to social media pages

- Such as Instagram, Twitter, Facebook, YouTube, Pinterest, LinkedIn, etc.

## 12. Include links to directory listings

- Directory listings include Google My Business, Yelp, local Facebook pages, and more. You’ll want to add links to all of these sources from your landing page.
- On the flip side, you can also link from all these directory listings to your landing page itself. This gives a boost to both sides.

## 13. Include reviews or testimonials

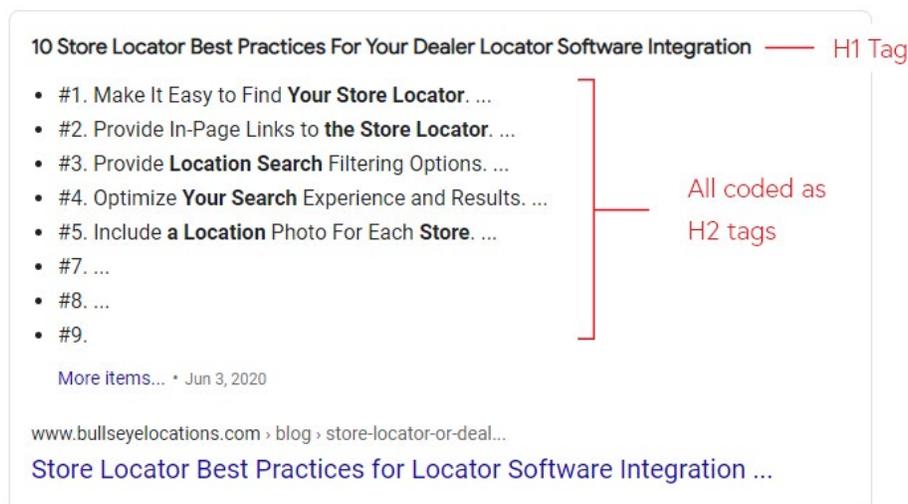
- Deliver your best client success stories to your potential customers. Many users tend to leave company websites to perform research on reviews, so providing this information keeps users engaged on your website.
- Optionally, include links to external review sites, like Yelp. Make sure to include the landing page link in your Yelp listing as well.

## 14. Leverage schema markup (structured data)

- Schema Markup is a shared semantic vocabulary of microdata that can be added to the HTML code of your location pages to help search engines read and understand the web content. It helps reinforce the copy on the page and can also be included within a search result listing to help enhance it.
- In Google, such information can be included within a Rich Snippet, sitelink, or Google Featured Snippet.
- JavaScript Object Notation for Linked Data (JSON-LD) is a way to annotate and structure data using the schema.org vocabulary, and is what we recommend.
- **LocalBusiness** is a type of Schema.org markup beneficial for location pages. It can help markup information such as the ones below:
  - » Local business type
  - » Address
  - » Areas served
  - » Reviews and aggregate ratings
  - » Business hours
  - » Product details

## 15. Include heading tags

- Heading tags (H1 - H6 Tags) help organize a web page's content and communicate the main topics of a page to search engines and users. Your main headline on the page should be coded as an H1 Tag while all subheadings can be coded as H2 Tags.
- Adding relevant heading tags increases the likelihood of your landing pages appearing as featured snippets (see below) in Google searches.



To ensure the best results from your SEO efforts, populate as many of the Location Landing Page fields as you can. Customers love to have access to as much information as possible, broken up into digestible segments, to make an informed decision. New leads may even choose your location over another because of all your relevant details! This is more important now than ever, as customers are turning to online research in light of the coronavirus pandemic to make sure your locations have what they need before committing to a store visit. Customers who come to your store or dealer are likely to know exactly what they're going to buy. These SEO strategies will not only boost your search result rankings but will provide rich content and resources to convert new customers.

Global searches for "available near me" grow more than

# 100%

year over year.

*(Source: Google Data)*

# Nearly $\frac{1}{3}$

of Americans have purchased from a brand that was new to them during the pandemic.

*(Source: Google commissioned Ipsos COVID-19 tracker)*

## Location Landing Pages vs Google My Business

One common question we hear is "but how is that any different from Google My Business listings?" First of all, **location landing pages are not limited to the information fields that Google provides.** You can put any kind of information on a landing page. If your company sells high-ticket items, the more information you provide, the more likely a lead will come through. This can be through product videos, award showcases, promotions, benefits, USPs, and more. Location landing pages are fully customizable and controlled by your company - it's your marketing tool after all!

In addition, **location landing pages will appear in a wider variety of searches than Google My Business listings.** For example, ecoATM provides kiosks for people to sell their old phones, tablets, or other devices for instant cash. When searching "sell a used phone in Edison, NJ," the following results appear. (Please note, these are the results returned at the time of writing this article.)

sell a used phone in edison nj

All Maps Shopping News Images More Settings Tools

About 65,700,000 results (0.72 seconds)



locations.ecoatm.com › nj › sell-my-phone-edison-nj-6...

### Sell my Phone | Menlo Park Mall, Edison

Get fast cash for your phone in Edison, NJ - Sell your old phone for cash at an ecoATM kiosk near you. Find the nearest ecoATM location now.

www.yellowpages.com › Edison, NJ

### Best 30 Buy And Sell Used Cell Phones in Edison, NJ with ...

238 results - Buy And Sell Used Cell Phones in Edison on YP.com. See reviews, photos, directions, phone numbers and more for the best Cellular Telephone ...

#### People also ask

- Who gives the most money for used cell phones?
- Where is the best place to sell used phones?
- Is it safe to sell a used cell phone?
- What happens if you sell a stolen phone to ecoATM?

Feedback

www.buysellrepairs.com › about

### Edison Woodbridge iPhone Repair|Android Repair|Tablet ...

iPhone Screen Repair, iPad Screen Repair, Galaxy glass repair, galaxy lcd repair, ... Walk in repair locations in Iselin NJ, Edison NJ, Woodbridge NJ, Lawrence NJ near ... We are your one stop shop to fix & repair, buys-sell-trade an accessorize any ... Visit any of our local stores to check wide range of expertly refurbished ...

ps-af.facebook.com › ... › Cell Phones

### Cell Phones For Sale in Edison, New Jersey | Facebook ...

New and used Cell Phones for sale in Edison, New Jersey on Facebook Marketplace. Find great deals and sell your items for free.

See photos See outside

## ecoATM

Website Directions Save

Electronics vending machine in Edison, New Jersey

**Located in:** Menlo Park Mall  
**Address:** 100 Menlo Park Mall, Edison, NJ 08837  
**Hours:** Open - Closes 11:30PM  
**Phone:** (858) 255-4111

Hours or services may differ

Suggest an edit · Manage this listing

#### Questions & answers

See all questions (1) Ask a question

#### Reviews

Be the first to review Write a review Add a photo

#### People also search for

View 15+ more

- South
- Hesstech
- TechPay...
- Newtech
- AT&T Store

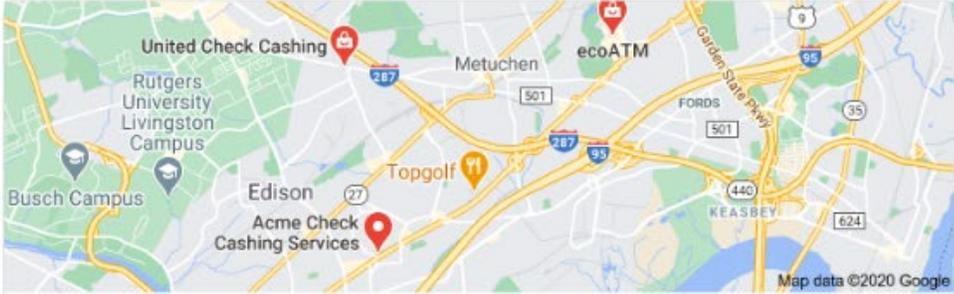
You can see that the Google My Business listing shows, but ecoATM reinforces their position by securing the first search result with a location landing page. The Title Tag reads "Sell my Phone | Menlo Park Mall, Edison." Including location information is key. **30% of Google mobile searches are related to location** (WebFX). The local relevance further encourages users to click on the landing page. The landing page itself also contains a trove of information about the exact location of the kiosk, the hours, how it works, how to prepare your devices, and more. All the supporting information and resources build credibility with the user and reassure them that an ecoATM kiosk is the best choice to sell their phone.

Now, when we search for “phone for cash Edison, NJ,” we see this list of results. You can see that the individual Google My Business listing on the right has been replaced by a list of stores, including some competitors. However, the very first search result is our trusty location landing page.

phone for cash edison nj

All Maps Images Videos Shopping More Settings Tools

About 38,000,000 results (1.01 seconds)



Rating Hours

Hours or services may differ

**ecoATM**  
No reviews · Electronics vending machine  
100 Menlo Park Mall · In the Menlo Park Mall  
Open · Closes 11:30PM · (858) 255-4111  
Their website mentions **phone for cash**

**United Check Cashing**  
4.6 ★★★★★ (25) · Check cashing service  
266 Talmadge Rd # 2  
Open · Closes 7PM · (732) 287-7950  
"Had to **cash** a large check for a car down payment..."

**Acme Check Cashing Services**  
4.4 ★★★★★ (7) · Check cashing service  
691 US-1  
Open · Closes 6PM · (732) 549-8040

locations.ecoatm.com › nj › sell-my-phone-edison-nj-6... ▾

 **Sell my Phone | Menlo Park Mall, Edison - ecoATM**

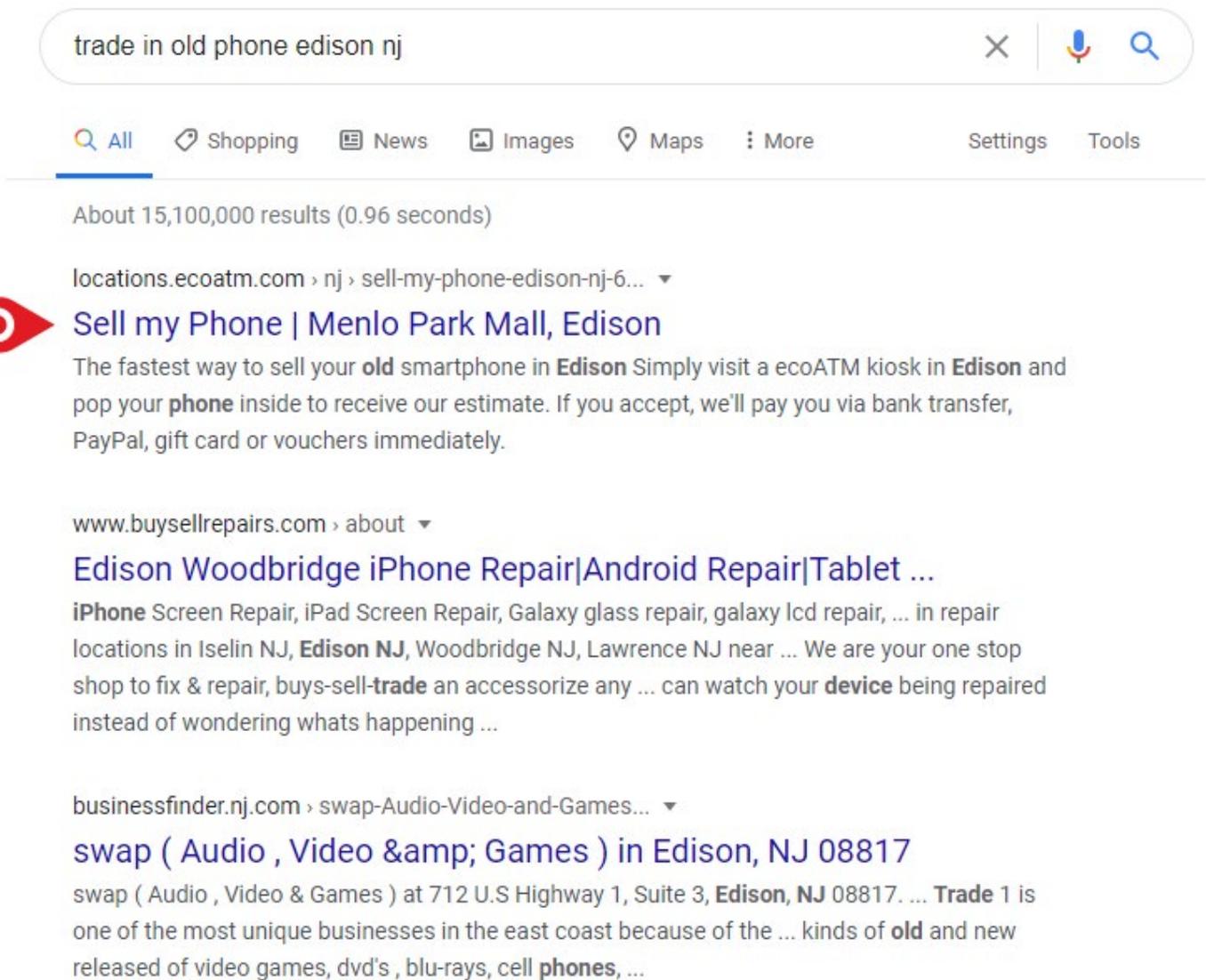
The fastest way to sell your old **smartphone** in **Edison** Simply visit a ecoATM kiosk in **Edison** and pop your **phone** inside to receive our estimate. If you accept, we'll pay you via bank transfer, PayPal, gift card or vouchers immediately.

www.edisonnj.org › departments › recycling\_regulations ▾

**Recycling Collection - Township of Edison**

How Can You **Recycle** The Township provides a curbside recycling collection program for basic recyclable items single stream containers, newspaper, ...

Finally, a search for “trade in old phone Edison, NJ” brings up these results.



The screenshot shows a Google search interface with the query "trade in old phone edison nj" in the search bar. Below the search bar, there are navigation options: All, Shopping, News, Images, Maps, More, Settings, and Tools. The search results indicate approximately 15,100,000 results found in 0.96 seconds. The first result is from "locations.ecoatm.com" with the title "Sell my Phone | Menlo Park Mall, Edison". The description states: "The fastest way to sell your **old** smartphone in **Edison** Simply visit a ecoATM kiosk in **Edison** and pop your **phone** inside to receive our estimate. If you accept, we'll pay you via bank transfer, PayPal, gift card or vouchers immediately." The second result is from "www.buysellrepairs.com" with the title "Edison Woodbridge iPhone Repair|Android Repair|Tablet ...". The description says: "iPhone Screen Repair, iPad Screen Repair, Galaxy glass repair, galaxy lcd repair, ... in repair locations in Iselin NJ, **Edison NJ**, Woodbridge NJ, Lawrence NJ near ... We are your one stop shop to fix & repair, buys-sell-trade an accessorize any ... can watch your **device** being repaired instead of wondering whats happening ...". The third result is from "businessfinder.nj.com" with the title "swap ( Audio , Video & Games ) in Edison, NJ 08817". The description reads: "swap ( Audio , Video & Games ) at 712 U.S Highway 1, Suite 3, **Edison, NJ** 08817. ... **Trade 1** is one of the most unique businesses in the east coast because of the ... kinds of **old** and new released of video games, dvd's , blu-rays, cell **phones**, ...".

As you can see, no Google My Business results are shown in this search, but the location landing page still manages to be the first result. These landing pages deliver your content to potential customers over a wide range of search terms and phrases.

Unlike a Google My Business listing, a dedicated location page is part of your branded website. You can easily include hyperlinks to other pages of your website to keep users engaged on your website. Leverage these internal links to navigate users to helpful sections of your website — like a product, service, resources, or policies page. And as mentioned further above, leveraging internal links throughout a website helps your website pages rank better in search engine results.

## In Conclusion

Location landing pages are an invaluable resource to win more customers, surpass the competition, and build brand value. While it can seem daunting to build all these unique landing pages, Bullseye's locator platform provides a configurable solution that can make the job easy and efficient. Automatically generate landing pages with location data in Bullseye and add more local content as it becomes available. Bullseye can even be configured to allow locations to manage their own content. [Learn more about Bullseye Partner Promoter](#) or contact Senior Account Manager Tom Flynn to sign up for a free, tailored demo today.

# Tom Flynn

## Senior Account Manager

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Bullseye Locations is a leading provider of global locator software and services. We develop turnkey locator software and integrated location content management solutions that help companies engage consumers, cut costs, and drive growth. Bullseye serves 5,500 customers worldwide, including Loblaw, Mizuno USA, Honeywell, The Vitamin Shoppe, Lumber Liquidators, AIG, and The Sika Group.

