



Local SEO: How to Rank #1 in Google



We help caterers and venues do better marketing.

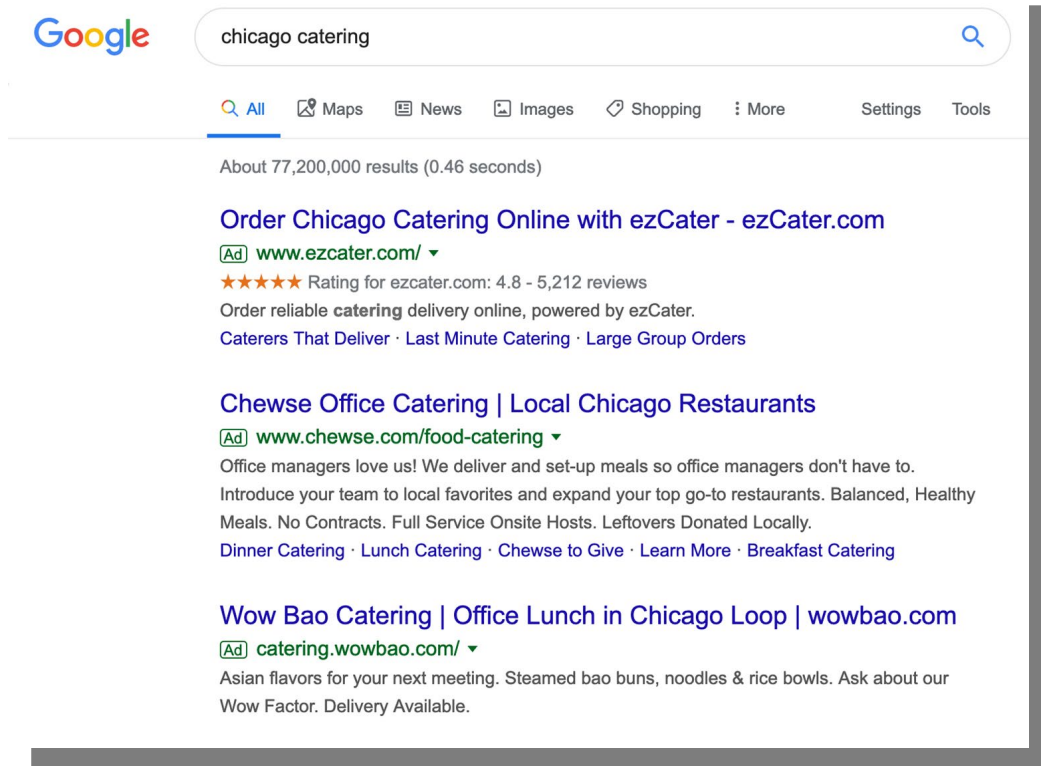
Websites , SEO, social media and more.

Agenda

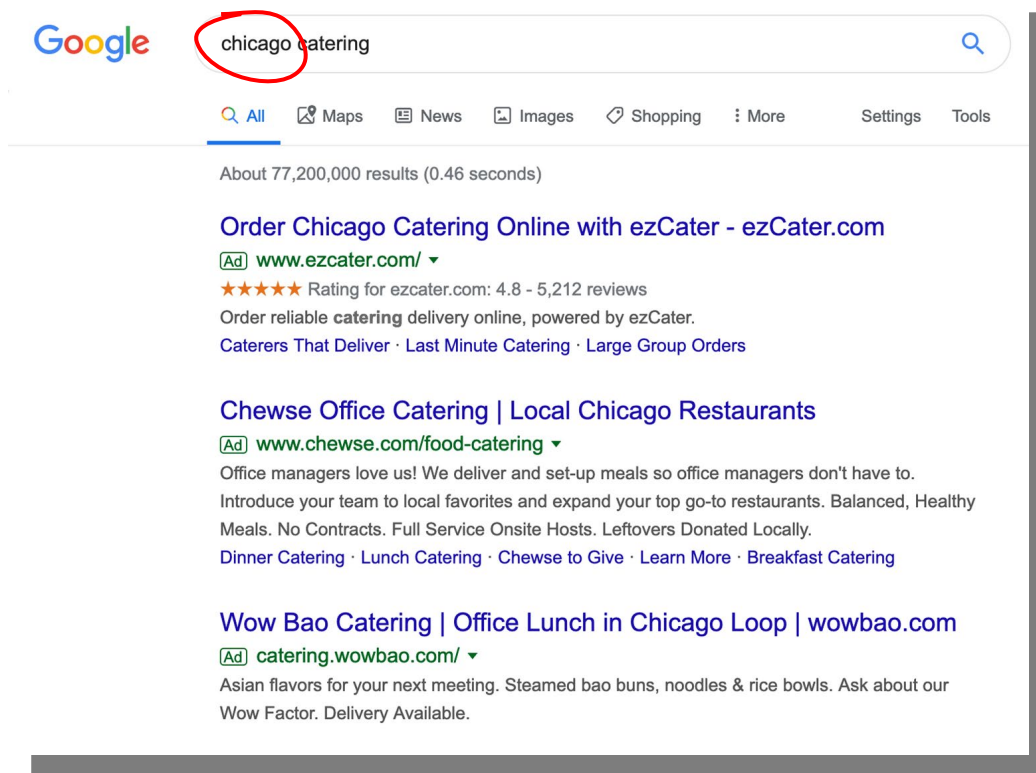
- What is [Local] SEO?
- Create #1 ranking content
- Drive leads with Google My Business
- Optimize local listings
- Q+A

What is [Local] SEO?

SEO is the practice of getting “free” traffic from Google



Local SEO = location based searches



Google

catering philadelphia

Search term or keyword

×

🔍

🔍 All 📍 Maps 🖼️ Images 📰 News 🛒 Shopping ⋮ More Settings Tools

About 39,900,000 results (0.73 seconds)

Ad · www.benjerry.com/ ▾

Drive-Thru Event Catering - Ben & Jerry's Ice Cream Party

You can still celebrate! Book Ben & Jerry's drive-thru event **catering** today. Sign Up For Newsletter. Gift Cards Available. Get A Quote. Highlights: Quote Available, Gift Cards Available, Newsletter Available.

📍 Philadelphia · 2 locations nearby

Ad · www.ezcater.com/ ▾

Philadelphia Catering Near Me | Order Online with ezCater

Check Out Menus, Reviews, Individually Packaged Options, On-Time Delivery Ratings & More! Reliable Delivery From Hundreds Of Caterers, Powered by ezCater. Place Your Order Online. Vegan options available. Vegetarian options. Beverages & Desserts.

Ad · www.wholefoodsmarket.com/holidays ▾

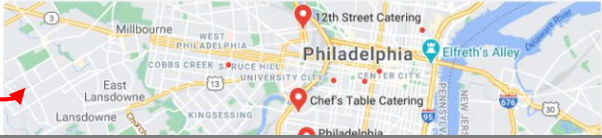
Whole Foods Market - We'll Cook, You Serve

Your Thanksgiving Feast is Just a Click Away. Order By November 24. Get Everything You...

Ad · corporate.grubhub.com/order/now ▾ (877) 946-6502

Grubhub Office Catering - Delivery in Philadelphia

Catering Made Easy. Easy Ordering from Philadelphia's Favorite Restaurants!



- Google Ads or PPC
- Not SEO

What is SEO?



catering philadelphia



- “Map Box”
- Local SEO gets you here



Rating ▾ Hours ▾

⚠ Hours or services may differ

Philadelphia Catering Company

4.9 ★★★★★ (28) · Caterer

2019 S 26th St

Open · Closes 5PM · (215) 468-0518



WEBSITE



DIRECTIONS

12th Street Catering

4.4 ★★★★★ (74) · Caterer

3312-20 Spring Garden St

Open · Closes 5PM · (215) 386-8595



WEBSITE



DIRECTIONS

Chef's Table Catering

4.6 ★★★★★ (25) · Caterer

2900 Grays Ferry Ave

Open · Closes 5PM · (215) 925-8360



WEBSITE



DIRECTIONS



View all

- Organic search results
- Local SEO gets you here



philadelphiacatering.com ▾

Philadelphia Catering Company | Custom & Affordable ...

Philadelphia corporate catering services Contact our planning experts today at 215.468. 0518

What is SEO?

Google catering philadelphia

Local SEO →

philadelphiacatering.com ▾
Philadelphia Catering Company | Custom & Affordable ...
Philadelphia corporate catering services Contact our planning experts today at 215.468. 0518 or info@philadelphiacatering.com.
[Menus](#) · [Services](#) · [Contact](#) · [About](#)

12stcatering.com ▾
Welcome | 12th Street Catering | Full-Service Catering
12th Street Catering is a full-service catering company offering locally-sourced ingredients, stunning displays, and highly seasoned staff in Philadelphia.
[Drop-Off Catering](#) · [Contact](#) · [Venues](#) · [Full-Service Events](#)

www.phillymag.com › 2019/03/28 › wedding-caterers ▾
25 Wonderful Philly-Area Wedding and Event Caterers
Mar 28, 2019 — Delivering the latest in style, inspiration, helpful tips and tricks, and everything else you need to know to plan the perfect Philly wedding. · Finley ...

Listing site →

www.yelp.com › search › find_loc=Philadelphia,+PA
Top 10 Best Affordable Catering in Philadelphia, PA - Last ...
Best affordable catering in Philadelphia, PA. Sponsored Result.

www.dibrunocatering.com ▾
Di Bruno Bros. Catering & Events | Culinary Pioneers Since ...
Di Bruno Bros. Catering ... Our In-Store Pickup and Delivery menu brings a taste of Philly to your next meeting or party! We'll deliver and setup your spread ...

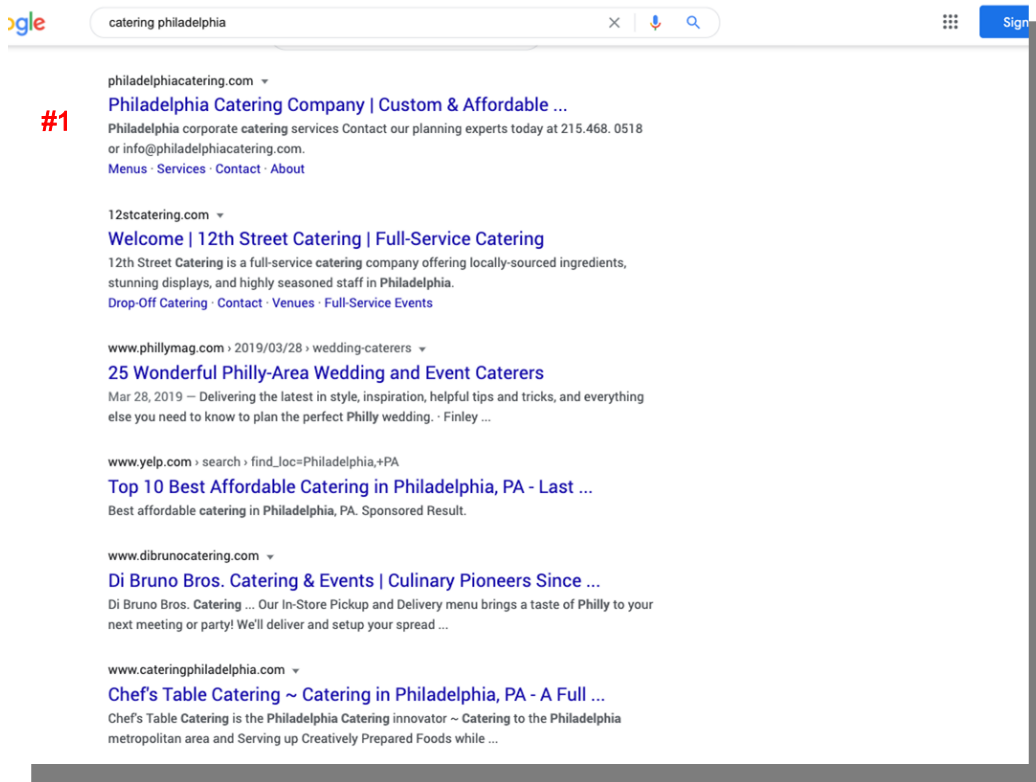
www.cateringphiladelphia.com ▾
Chef's Table Catering ~ Catering in Philadelphia, PA - A Full ...
Chef's Table Catering is the Philadelphia Catering innovator ~ Catering to the Philadelphia metropolitan area and Serving up Creatively Prepared Foods while ...

☹

1) Create #1 ranking content

4- Step SEO Content

- 1) Pick a keyword
- 2) Write your title tag + meta description
- 3) Write your H1
- 4) Write 600+ words



1) Pick a keyword

- Keyword formula = `[[city]] + catering`
- Examples
 - Chicago Catering
 - Seattle Catering
 - Elk Grove Catering

2) Write your title tag + meta description

www.zillihospitalitygroup.com › weddings › venues ▼

Look Inside 50+ Milwaukee Wedding & Reception Venues

Venues that fit your style. Get first access, private tours and exclusive looks to help you find the perfect Milwaukee venue within your budget.

Title Tag

- Less than 60 characters
- Include keyword exactly
- Make it clickable

Meta description

- Less than 160 characters
- Include keyword, synonym ok
- Provide interesting context for title tag

2) Write your title tag + meta description

www.tastycatering.com ▼

Tasty Catering | Catering Chicago IL Since 1989

At **Tasty Catering**, we're driven to provide the most valuable, high quality catering in Chicago and to consistently deliver successful events to clients.

abovecatering.com ▼

Chef-driven San Francisco Catering | Above & Beyond

At **Above & Beyond**, we strive to execute incredible weddings and events, providing excellent special event and corporate **catering** in **San Francisco**.
[Corporate Drop-off](#) · [Contact](#) · [About](#) · [Special Events](#)

sensationalhostcaterers.com ▼

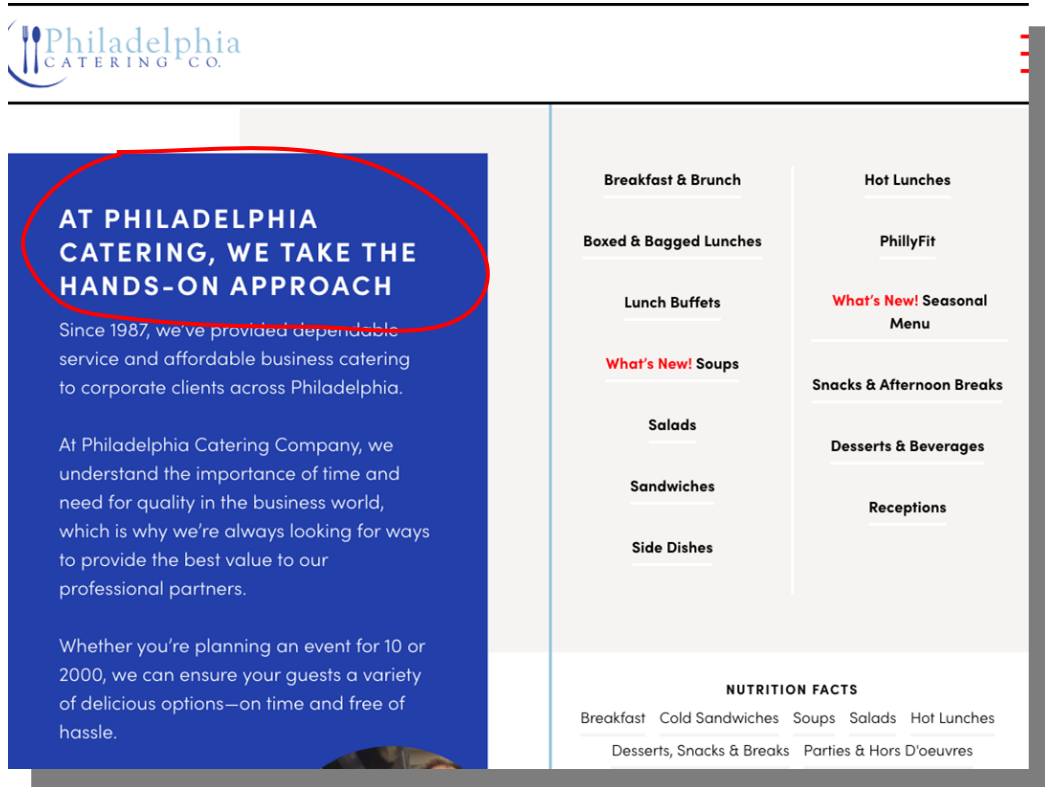
Sensational Host Events and Catering | North Maple Shade, NJ

Sensational Host is a top Philadelphia and South Jersey **caterer**. We create exceptional events and dining encounters that engage guests on the deepest level.

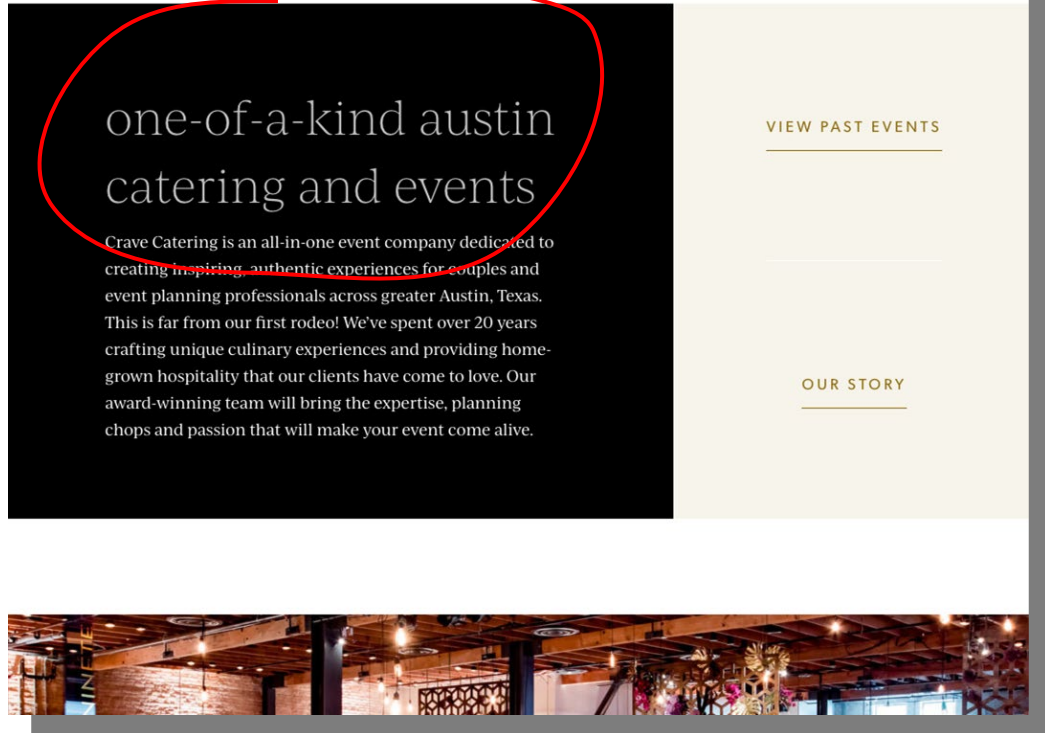
3) Write your H1

- Main title of a web page
- Include keyword exactly if possible
- Balance SEO and clear communication

3) Write your H1



3) Write your H1



4) Write 600+ words

- Longer the better, minimum 600 words
- Use your keyword exactly in the 1st paragraph
- **Don't** repeat your keyword very much, use natural synonyms and speak like a human

4) Write 600+ words



AT PHILADELPHIA CATERING, WE TAKE THE HANDS-ON APPROACH

Since 1987, we've provided dependable service and affordable business catering to corporate clients across Philadelphia.

At Philadelphia Catering Company, we understand the importance of time and need for quality in the business world, which is why we're always looking for ways to provide the best value to our professional partners.

Whether you're planning an event for 10 or 2000, we can ensure your guests a variety of delicious options—on time and free of hassle.

Breakfast & Brunch

Hot Lunches

Boxed & Bagged Lunches

PhillyFit

Lunch Buffets

What's New! Seasonal Menu

What's New! Soups

Snacks & Afternoon Breaks

Salads

Desserts & Beverages

Sandwiches

Receptions

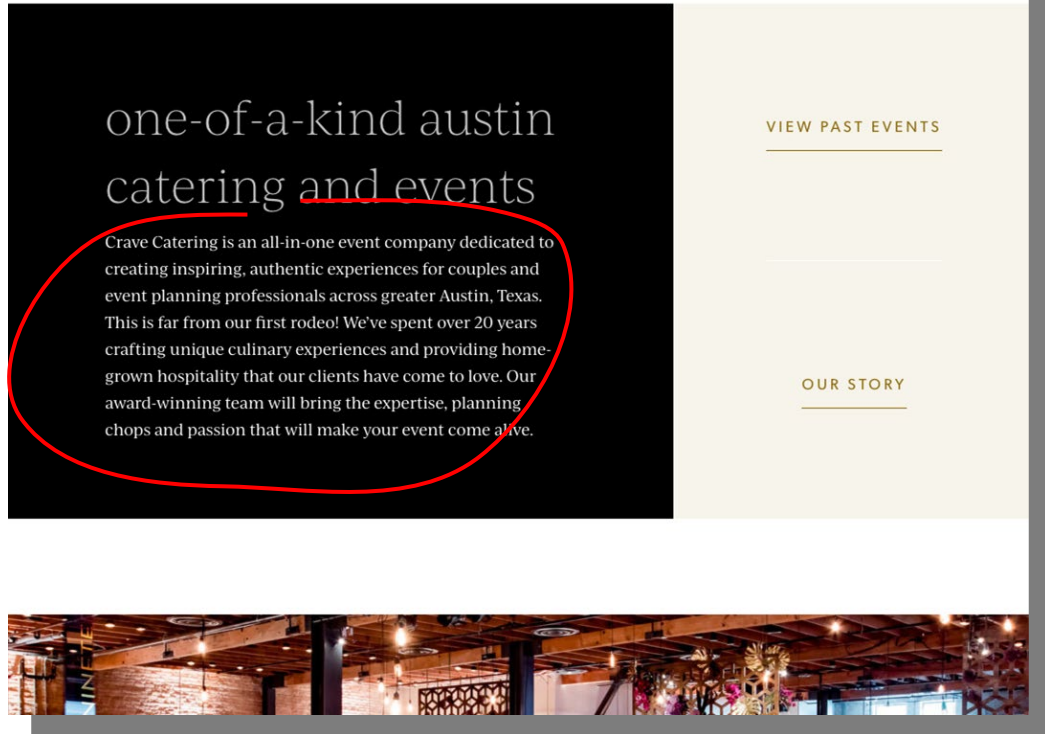
Side Dishes

NUTRITION FACTS

Breakfast Cold Sandwiches Soups Salads Hot Lunches

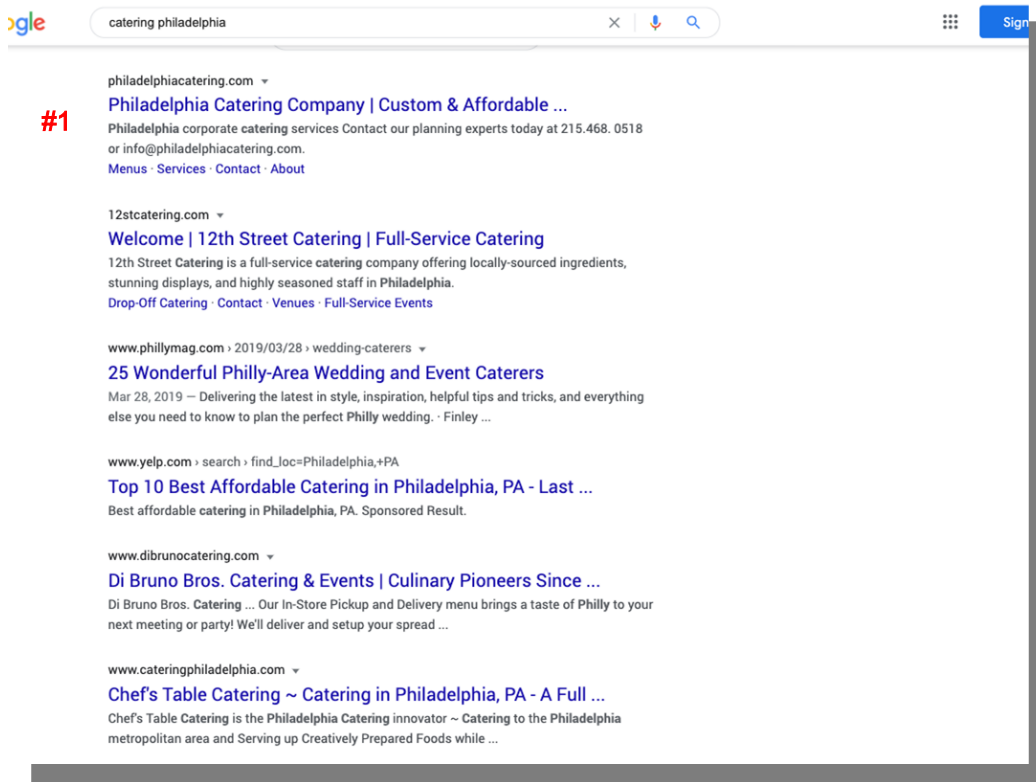
Desserts, Snacks & Breaks Parties & Hors D'oeuvres

4) Write 600+ words



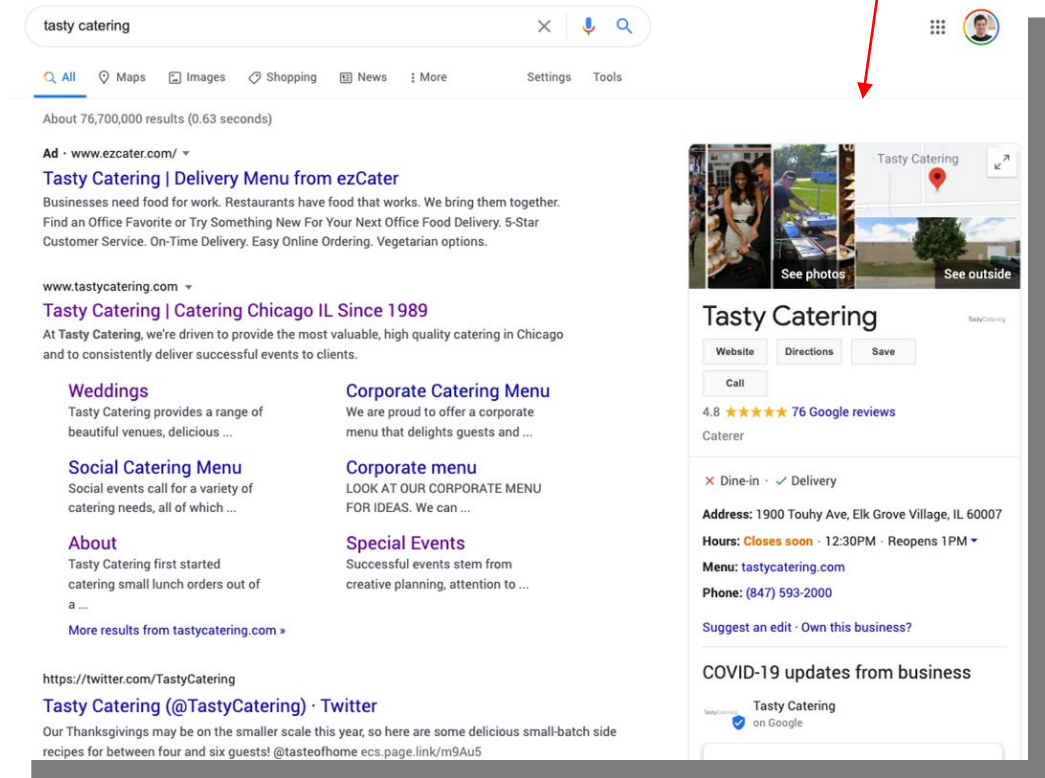
4- Step SEO Content

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2) Drive leads with Google My Business

What is GMB?



A screenshot of a Google search for "tasty catering". The search bar at the top shows "tasty catering" with a red arrow pointing to the Google My Business icon in the top right corner. Below the search bar, the results show "About 76,700,000 results (0.63 seconds)".

The first result is an advertisement from ezCater: **Tasty Catering | Delivery Menu from ezCater**. The text below the ad says: "Businesses need food for work. Restaurants have food that works. We bring them together. Find an Office Favorite or Try Something New For Your Next Office Food Delivery. 5-Star Customer Service. On-Time Delivery. Easy Online Ordering. Vegetarian options."

The second result is from the website www.tastycatering.com: **Tasty Catering | Catering Chicago IL Since 1989**. The text below says: "At Tasty Catering, we're driven to provide the most valuable, high quality catering in Chicago and to consistently deliver successful events to clients."

Below the website result are four links: **Weddings**, **Social Catering Menu**, **About**, **Corporate Catering Menu**, **Corporate menu**, and **Special Events**. Each link has a short description of the service.

At the bottom of the search results is a link to the Twitter profile: <https://twitter.com/TastyCatering>. The text below says: "Tasty Catering (@TastyCatering) · Twitter. Our Thanksgivings may be on the smaller scale this year, so here are some delicious small-batch side recipes for between four and six guests! @tasteofhome ecs.page.link/m9Au5".

On the right side of the search results is a Google My Business listing for "Tasty Catering". The listing includes a map, a 4.8-star rating from 76 Google reviews, and contact information: "Address: 1900 Touhy Ave, Elk Grove Village, IL 60007", "Hours: Closes soon · 12:30PM · Reopens 1PM", "Menu: tastycatering.com", and "Phone: (847) 593-2000". There are also buttons for "Website", "Directions", "Save", and "Call".

To do:

- 1) Google “Google my business”
- 2) Claim your business
- 3) Fill everything out
- 4) Get reviews

The screenshot shows a Google search for "tasty catering". The search bar at the top contains the text "tasty catering" and has a red arrow pointing to the "Google My Business" icon in the top right corner. Below the search bar, the results show "About 76,700,000 results (0.63 seconds)".

The first result is an advertisement from www.ezcater.com/ for "Tasty Catering | Delivery Menu from ezCater". The ad text says: "Businesses need food for work. Restaurants have food that works. We bring them together. Find an Office Favorite or Try Something New For Your Next Office Food Delivery. 5-Star Customer Service. On-Time Delivery. Easy Online Ordering. Vegetarian options."

The second result is from www.tastycatering.com for "Tasty Catering | Catering Chicago IL Since 1989". The text says: "At Tasty Catering, we're driven to provide the most valuable, high quality catering in Chicago and to consistently deliver successful events to clients."

Below the text are four sections:

- Weddings**: Tasty Catering provides a range of beautiful venues, delicious ...
- Social Catering Menu**: Social events call for a variety of catering needs, all of which ...
- About**: Tasty Catering first started catering small lunch orders out of a ...
- Corporate Catering Menu**: We are proud to offer a corporate menu that delights guests and ...
- Corporate menu**: LOOK AT OUR CORPORATE MENU FOR IDEAS. We can ...
- Special Events**: Successful events stem from creative planning, attention to ...

At the bottom of the text results is a link to <https://twitter.com/TastyCatering> for "Tasty Catering (@TastyCatering) · Twitter". The text says: "Our Thanksgivings may be on the smaller scale this year, so here are some delicious small-batch side recipes for between four and six guests! @tasteofhome ecs.page.link/m9Au5"

On the right side of the search results is a Google My Business listing for "Tasty Catering". The listing includes a map, photos, and contact information:

- Website**, **Directions**, **Save**, **Call**
- 4.8** ★★★★★ **76 Google reviews**
- Caterer**
- Dine-in** (X) **Delivery** (✓)
- Address**: 1900 Touhy Ave, Elk Grove Village, IL 60007
- Hours**: **Closes soon** · 12:30PM · Reopens 1PM
- Menu**: tastycatering.com
- Phone**: (847) 593-2000
- [Suggest an edit](#) · [Own this business?](#)
- COVID-19 updates from business**
- Tasty Catering** on Google

Bonus

1) Google “Google my business”

2) Claim your business

3) Fill everything out

4) Get reviews

5) Add updates for more clicks

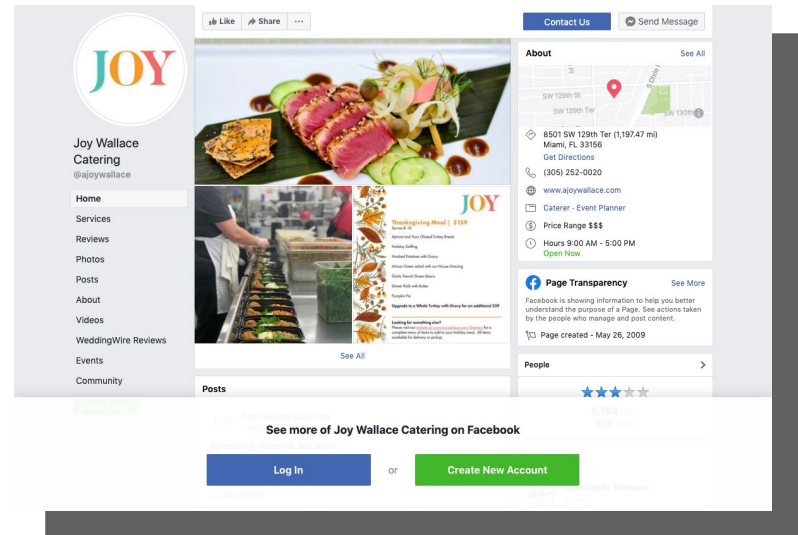
The screenshot shows a Google search for "tasty catering". The search bar at the top contains "tasty catering". Below the search bar, there are several search results. On the right side, there is a Google My Business profile for "Tasty Catering". The profile includes the address "1900 Touhy Ave, Elk Grove Village, IL 60007", hours "Closes soon · 12:30PM · Reopens 1PM", menu "tastycatering.com", and phone "(847) 593-2000". A red circle highlights a "COVID-19 updates from business" post on the profile, which states: "Now more than ever we are taking steps to ensure our guests and our people can gather safely. Click to learn more about how we're executing safe events." Below the post, there are "Questions & answers" and "Reviews from the web" sections. The reviews section shows ratings from "WeddingWire" (4.9/5) and "The Knot" (5/5). At the bottom, there is a "Popular times" section with a bar chart showing activity throughout the day.

3) Drive leads with Google My Business

3) Optimize local listings

Local listings refer to any profiles for your business that include your address.

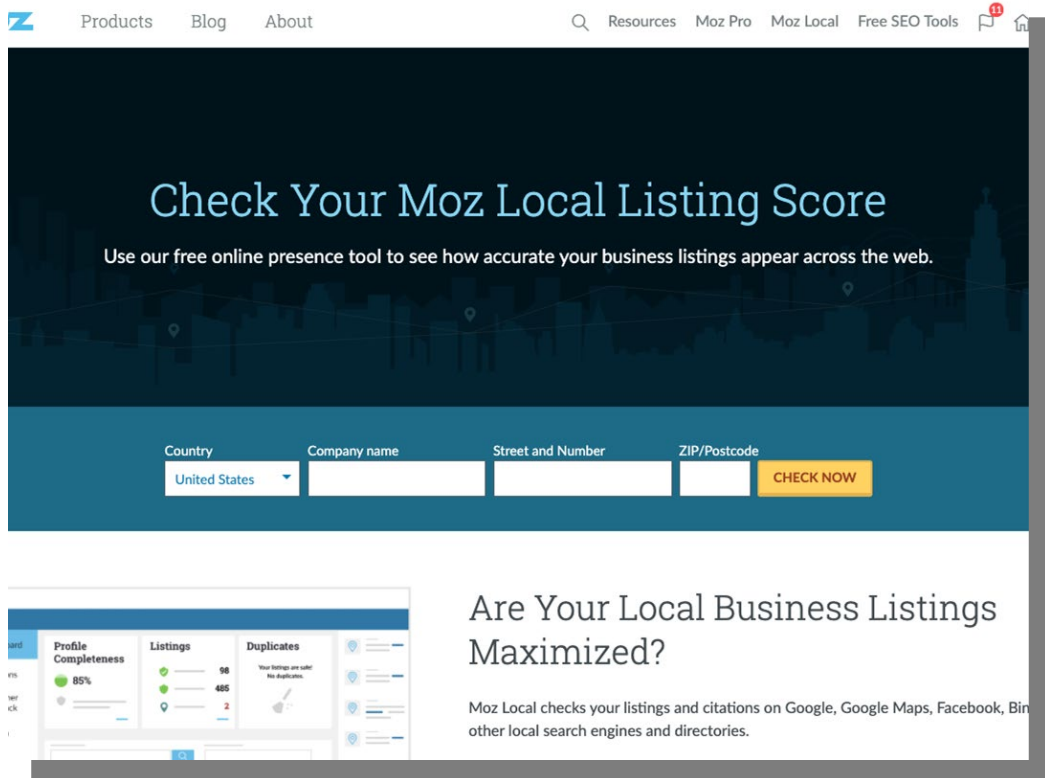
- Visible: Google My Business, Yelp, Facebook, LinkedIn, WeddingWire, The Knot
- Hidden: Apple Maps, Waze, Uber, Tom Tom



To optimize local listings:

- Completely fill out all your profiles
- Ensure your business name, address and phone is exactly identical (down to the commas and abbreviations)

Bonus: Buy Moz Local to automatically optimize listings




The screenshot shows the Moz Local website interface. At the top, there is a navigation bar with links for Products, Blog, About, Resources, Moz Pro, Moz Local, and Free SEO Tools. The main heading is "Check Your Moz Local Listing Score" with a subtext: "Use our free online presence tool to see how accurate your business listings appear across the web." Below this is a form with four input fields: "Country" (set to "United States"), "Company name", "Street and Number", and "ZIP/Postcode". A yellow "CHECK NOW" button is to the right of the ZIP field. Below the form, there is a section titled "Are Your Local Business Listings Maximized?" with a subtext: "Moz Local checks your listings and citations on Google, Google Maps, Facebook, Bing, and other local search engines and directories." To the left of this text is a small inset image showing a dashboard with "Profile Completeness" at 85%, "Listings" at 98, and "Duplicates" at 405.

Recap

- What is [Local] SEO?
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Q+A





We do SEO for caterers across the country.

Have more SEO questions?
Email us at jamie@nuphoriq.com