



# About Spectrum Interactive Group

Located in Northern Colorado, Spectrum Interactive Group is a full-service interactive/digital agency. Our collective team of industry experts/veterans have over 50 combined years of experience in the business-to-business and business-to-consumer marketing space with an emphasis on digital and interactive projects.

Our primary mission is to leverage our experience working in larger agencies to the scale and price point for small and medium-sized businesses.



**Kentico  
Certified Marketer**

## Get In Touch



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# Local SEO Services



# Spectrum InteractiveGroup

A PREMIER DIGITAL AGENCY



## What Is Local SEO?

Local SEO is an effective way to market your business on-line by promoting your product and/or services to local customers when they are searching for those products and services.

**Try this example: Do a Google search for “Local Plumbers” or “Plumbers Near Me”**

The search results that are returned are geographically relevant to where you are located – notice the map and the listings below it – this is Local SEO at work.

Local SEO allows you to position your business on search engines and other on-line platforms so you are seen by local users searching for the products and/or services you offer. **Research has shown that 50-70% of local searchers are seeking contact information** (business address and/or phone numbers). It is not unlike the bygone days of Yellow-pages!

Spectrum Interactive's Local SEO services are an intensely thought out and effective ranking machine. Where 99% of Local SEO services fail, we excel.

Our decisions are data backed, based on the crawling of 100s of 1000s of top ranking Google+ Local pages.

**If it doesn't impact rankings head on, we don't mess with it.**

**Contact Our Team Today For  
Package Options and Pricing.**

## Our Local SEO Service Package



### Full Citation Audit

The most important part of any Local SEO campaign is ensuring consistency, which is why every single Spectrum Local campaign starts with a full audit to locate and correct any issues.



### Local Directory Citations

Local directory citations are the bread and butter of local. We make sure you are in the BEST directories for your niche and market.



### Rich Media Citations

Anyone can do plain old directory submissions, but to make them count, we beef them up with geo-tagged photos and videos, plus citations and links from rich media sources.



### Integrate Social Citations

Social media is becoming more important every year. We make sure you're ahead of the game by getting you awesome social citations.

## Why Local SEO?

Have you tried the previous example but searched for your type of business instead? Chances are, the results that were returned should be enough to convince you that you need to optimize your local search rankings. But here are few more reasons why:

- ✓ 46% of all Google searches are local searches
- ✓ 64% of local customers use search engines to find local businesses
- ✓ 78% of local mobile searches result in an off-line purchase