

DIGI CONVO

Ultimate Guide: Local Listing Management

**SEO for
Community
Banks**



Having a robust online presence is a crucial factor for any business today. You may have a functioning website to attract customers, but the efforts may not be enough to take your community bank to the next level. If you're not featured correctly on local listings, you're likely at a digital disadvantage. By having up-to-date information on business listings, your customers can find and contact you more easily. Also, your listings might contain conflicting information, which leads to confusion for potential customers. The good news is that this can all be easily avoided through ongoing local listings management. Let's take a moment to explore the value of local listings for your business and then talk about how DIGI CONVO can improve these efforts.

In this guide, discover...

1. Local listing management and why it's important for community banks
2. Where to start: Optimizing your local listings for better search engine visibility and ranking
3. The benefits of ongoing local listing management for SEO for community banks
4. How often to review and update your local listings information
5. Tips for creating and managing effective local listings
6. Common mistakes to avoid with local listing management
7. Tools that might help you keep up with local list management
8. Should you consider an agency to help you optimize and maintain local listings management for your community bank?



1. Local listing management and why it's important for community banks

Local listing management is claiming and managing your bank's branch locations, including information on local directories and search engines. The more websites and directories that accurately list your business, the more likely a customer will find you. It's important for SEO because it helps your bank to appear in relevant local search results. This not only increases traffic to your website, but can also increase foot traffic to your branches.

So many factors play into Search Engine Optimization, and one of the basics for your online presence is to have accurate business information on directory sites to get a higher ranking in the search engines.

Many factors add up to a quality Search Engine Optimization strategy. That being said, having your business information update directly to directories is a critical foundational step in pursuit of higher search engine rankings.



2. Where to start: Optimizing your local listings for better search engine visibility and ranking

To optimize your listings for better visibility and ranking, make sure that all of your information is accurate and up-to-date. This includes your name, address, phone number, business hours, and categories. You should also add photos, videos, and create detailed descriptions of your products and services. In addition, be sure to keep your listings consistent across all directories and platforms.

Be sure not to only update your bank's home office. Your branches drive growth, so do not forget them. **It's critical to update each individual branch location.**



3. The benefits of ongoing local listing management for SEO for community banks

Increased Visibility: With local listing management, your community bank will be more visible in search engine results pages (SERPs). This can lead to more potential customers finding your bank and its services.

Improved SEO Results: The increased visibility will make it easier for potential customers to find your bank online.

More Engaging Listings: With local listing management, you can add photos, videos, and other rich media to your listings. This can lead to more customers interacting with your listings and potentially visiting your bank.

Special Offers: You can create special offers that will be visible to users searching for banks in your area. This can help increase brand awareness and qualified leads.

Better Customer Service: With local listing management, you can respond to customer reviews and feedback more quickly and easily. This demonstrates to customers that you are a bank they can trust.

Greater Social Media Engagement: Customers are more likely to post about local businesses on their social networks. Accurate online branch listing makes it easier for your bank to get shared across social media, increasing your access to potential leads..

More Efficient Marketing: In the long-run, ongoing list management helps you save time and frustration. It allows you to streamline your focus and reach new customers faster.

Greater ROI: Local listings attract and engage potential customers, building brand awareness within your branch footprint. This ultimately helps boost the pipeline with qualified leads.

Local listing management is an important part of any SEO strategy for community banks. It can improve your bank's visibility, engagement, marketing efficiency, customer service, sales and ROI.



4. How often you should review and update your local listings information

It's important to review and update your local listings regularly, especially if you've made any changes to your business (like a new address, phone number, or hours of operation). You should also monitor your listings for accuracy and completeness, and make sure that all of your listing information is up-to-date.

If you're not sure how often you should be reviewing and updating your local listings information, we recommend doing it at least once a month. This will help ensure that your listings are accurate and complete, and that potential customers can find the most up-to-date information about your bank.



5. Tips for creating and managing effective local listings

- Make sure your NAP (name, address, phone number) information is accurate and consistent across all of your listings.
- Use keyword-rich descriptions to help potential customers find your listing when they're searching online.
- Include photos and videos to make your listing more visually appealing.
- Encourage customers to leave reviews on your listing to help improve your ranking in search results.
- Following these tips will help you create local listings that are effective and useful for potential customers. If you need any assistance with creating or managing your listings, our team of experts can help.



6. Common mistakes to avoid with local listing management

Some common mistakes to avoid include:

- *duplicate listings*
- *incorrect information*
- *using too many keywords in your listing description*

To prevent duplicates and errors, claim each listing individually and double check the accuracy of your information before publishing it. If you find any duplicates or incorrect listings, be sure to correct them as soon as possible.

Also, we stress again: **Update each individual branch location – not just the home office.**



7. Possible tools that might help you keep up with local list management

- *Yext*
- *Moz Local*
- *BrightLocal*
- *WhiteSpark*
- *GoDaddy listing management*
- *Hootsuite Insights for Google My Business*

It should be noted that some of these options may come with a steep learning curve, depending on your experience. Other of these options are easier to use, but less robust in capabilities.



8. Should you consider an agency to help you optimize and maintain local listings management for your community bank?

There are a few things to consider when making this decision:

- How much time and resources do you have to dedicate to this task?
- What is your level of experience with local SEO and listings management?
- What is your budget for this service?

If you do not have the time or experience, an agency may be the best option for you. You will need to weigh the cost of the service against the time and resources you would need to invest in learning how to do it yourself.

Closing

While reviews and location do play a significant role in influencing the purchasing decision of a consumer who runs a search online, the earlier a business appears on a search engine result, the greater the chances of that business converting the prospect into a paying customer. We do not have the secret behind getting a coveted top spot on Google. Search engines prefer to list those businesses on top that provide consumers with the best search experience.

The more uniform your listings are across all the platforms, you will have greater confidence Google has the right information for your business to deliver a great search experience. Therefore, chances will be high that these search engines will return to your business listings. According to Search Engine Land, 85% of consumers have searched for a business online at least once in the past year. So it is clear that local banks need to be listed correctly and consistently online.

For all of your marketing needs, give DIGI CONVO a call today!



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