

# Luxaflex SEO Webinar

Thursday 12th June

- 1 What is SEO & Why it matters
- 2 Local SEO & How users search
- 3 Google Business Profiles
- 4 Why reviews matter
- 5 Local SEO quick wins

# What is SEO

SEO = Search Engine Optimisation

Helps Google to understand what your website is about

SEO is thinking about the user and being user first

There are three main pillars to SEO:

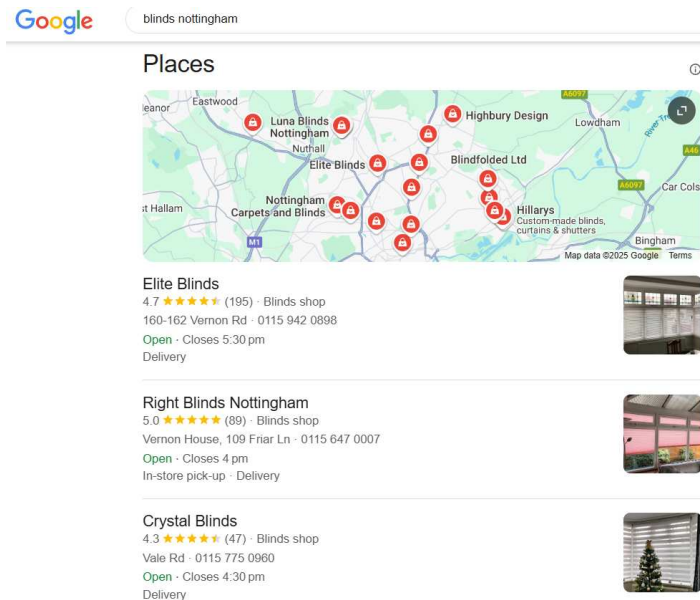
- On-page: What's on your website (Content, images, headings)
- Off-page: Reviews and backlinks from other websites
- Technical: Behind the scenes (Including site speed, mobile friendly)

Our focus today will be Local SEO looking into how you can win with your SEO for on-page elements and Google Business Profile

# Why SEO Matters

- SEO = how customers find your business on Google without paying for ads
- Most customers start their journey online – even if they purchase in-store
- SEO can lead to more footfall and enquiries to increase sales
- Local searches are especially important to be visible for

# What is Local SEO



Appearing in searches for the products you sell within your local area

- Showing in the search results for searches such as “blinds in Manchester”
- There are multiple ways in which you can appear in the local search results
- Google also shows a map pack with 3 businesses appearing here for every local search
- Local SEO relies heavily on your website and Google Business Profile being optimised well to appear for local search terms
- Local businesses will also appear below the map pack so there are multiple areas of a Google search where clicks can be gained

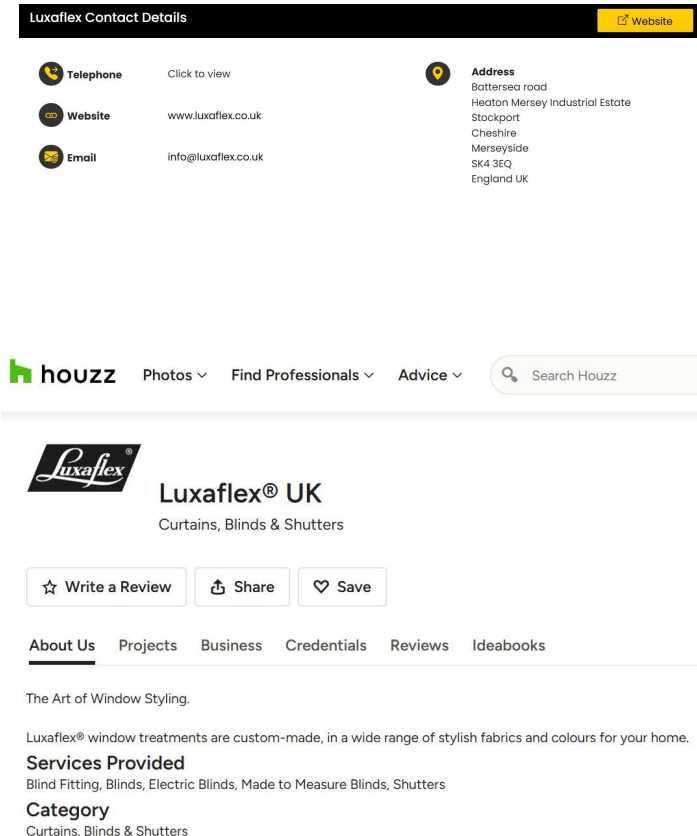
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## How people search

**Goal:** To think like your customers

- If you were looking for your products, what would you be searching for?
- Most people will be searching for solutions such as “best blackout blinds in Birmingham” or “wooden blinds near me”
- Ensure you are using location-based phrases and keywords naturally on your website and in your Google Business Profile to gain visibility in the search results for these terms

# Local Off-Site SEO



The image shows two screenshots. The top screenshot is a 'Luxaflex Contact Details' card with a black header and yellow accents. It lists contact information for Telephone, Website, Email, and Address. The bottom screenshot is a Houzz profile for 'Luxaflex® UK', showing the company logo, name, description, and navigation links.

**Luxaflex Contact Details**

Icon	Label	Value
Telephone	Click to view	
Website	www.luxaflex.co.uk	
Email	info@luxaflex.co.uk	
Address	Battersea road Heaton Mersey Industrial Estate Stockport Cheshire Merseyside SK4 3EQ England UK	

**houzz** Photos ▾ Find Professionals ▾ Advice ▾ Search Houzz

**Luxaflex® UK**  
Curtains, Blinds & Shutters

☆ Write a Review Share Save

About Us Projects Business Credentials Reviews Ideabooks

The Art of Window Styling.

Luxaflex® window treatments are custom-made, in a wide range of stylish fabrics and colours for your home.

**Services Provided**  
Blind Fitting, Blinds, Electric Blinds, Made to Measure Blinds, Shutters

**Category**  
Curtains, Blinds & Shutters

What is it?

SEO activities that happen away from your website that still impact how you rank on Google

Common Examples:

- Backlinks from other websites – Local newspapers, directories or partner sites linking to your site = a vote of confidence
- Business listings – Accurate listings on Yell & Yelp
- Social media mentions – When people mention or share links to your business on platforms like Facebook or Instagram

Why it matters:

Google sees these signals as proof that your business is trustworthy and relevant to your local area

## Local backlink building



- Partner with local businesses: Collaborate with other local businesses in your area to create mutually beneficial backlinks
- Reach out to local media: Connect with local news websites and blogs for features or mentions in their media to gain relevant local backlinks
- Sponsor local events: Showcase your business by sponsoring local events and activities in your location
- Listing your business in local directories such as Yell, Yelp and Bing Places



## SEO basics to apply today



- Consistent online listings
  - Ensure consistency in information across all online directories and platforms
  - Submit your business to reputable local directories to increase visibility
  - Monitor your online presence – regular checks for accuracy and updates
- Localised content
  - Utilise location specific keywords into your content to target local searches – “roller blinds in Bristol”
  - Create relevant content for your local area – local events, news and community specific topics
  - Share customer stories – Highlight local experiences through testimonials and case studies
- Mobile-Friendly approach
  - Responsive website that loads quickly for users
  - Improve user experience – Make your navigation easy to follow, clear contact details
  - Utilise click-to-call buttons – allows users to contact you easily via mobile

# Google Business Profile

## Elite Blinds

4.7 ★★★★★ (195) · Blinds shop in Nottingham, England



84+ Photos

[Website](#) [Directions](#) [Save](#) [Share](#) [Call](#)

Overview

Reviews

**Address:** 160-162 Vernon Rd, Old Basford, Nottingham NG6 0AD

**Hours:** Open · Closes 5:30 pm ▾

**Phone:** 0115 942 0898

[Suggest an edit](#) · [Own this business?](#)

### Questions & answers

**Q:** Can you come and measure 2small kitchen windows white wooden blinds please

Google Business Profile is an excellent local search tool available to businesses

- This profile shows up in map results, location or “near me” searches and also voice searches
- Your profile will include your business name, hours, reviews, photos and products/services
- As this will be seen before your actual website it is essential to make the most of this profile and provide users with as much info as possible

## Optimising your Google Business Profile

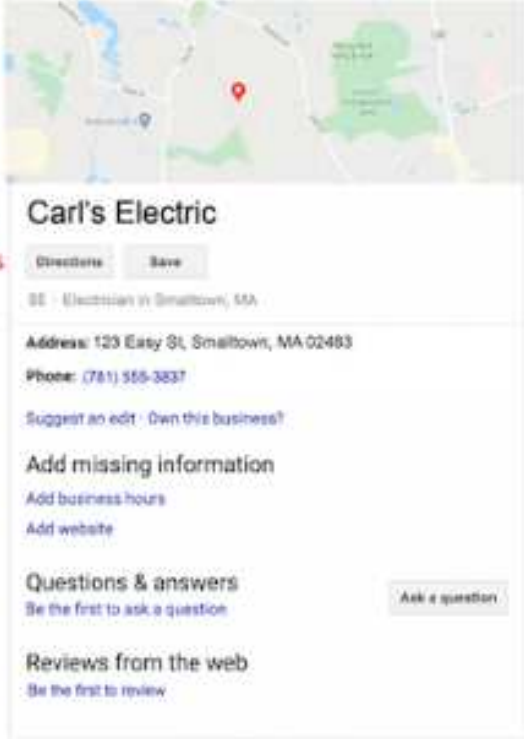
### Actionable tips to stand out

- Make sure your listing is claimed and verified
- Add accurate hours, contact information, categories and a compelling description
- Include at least 5 high-quality photos (Such as your shop front, inside of your showroom, staff or products)
- Use keyword rich descriptions (e.g., “made to measure blinds in Leeds”)
- Post weekly updates – Your time to show off with product launches, latest offers/promotions and tips
- Most importantly if anything changes make sure your Google Business Profile is updated to reflect this

# Good vs Bad Google Business Profile

- Bare and unattractive
- Does not signal to consumers that this is a trustworthy/active business
- Does not invite engagement

### Unoptimized



**Carl's Electric**

EE · Electrician in Smaltown, MA

Address: 123 Easy St, Smaltown, MA 02483

Phone: (781) 555-3837

[Suggest an edit](#) · [Own this business?](#)

**Add missing information**

[Add business hours](#)

[Add website](#)

**Questions & answers**


[Be the first to ask a question](#)

[Ask a question](#)

**Reviews from the web**

[Be the first to review](#)

### Optimized



**Ernie's Electric**

[Website](#) [Directions](#) [Save](#)

4.4 ★★★★★ 1,850 Google reviews

EE · Electrician in Smaltown, MA

Family owned and operated business providing electrical and HVAC installations and repairs.

Address: 123 Easy St, Smaltown, MA 02483

Hours: **Open** · Closes 12AM

Phone: (781) 555-3837

[Send to your phone](#) [Send](#)

**Questions & answers**

[Ask a question](#)

Q: Do you charge a service fee?

A: We do not charge any service or overtime fees. We'll always only charge you the fixed price we agreed to in the contract.

(5 more answers)

[See all questions \(16\)](#)

**Reviews from the web**

4.4/5 Facebook 1,234 reviews 5/5 Angie's List 0 reviews

**Photos**

**Website**

**Reviews/ratings**

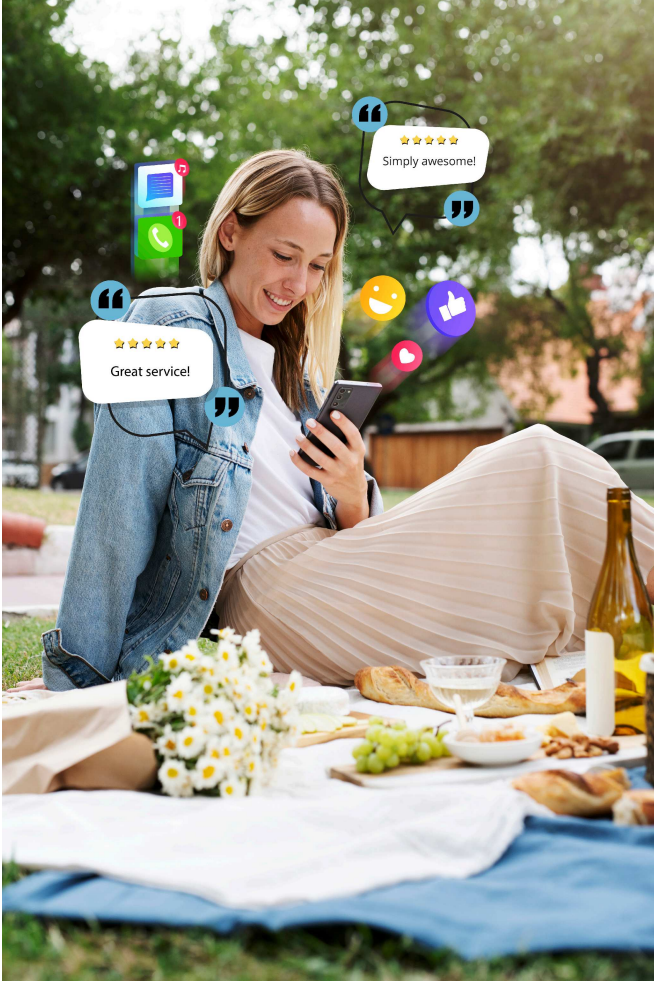
**Category**

**Hours**

**Phone**

**Answered questions**

## Why reviews matter



Reviews will always remain an important factor for trust

- Reviews influence purchasing intentions and have an impact in improving local rankings
- Ensure you are encouraging reviews from your customers
- The more reviews you can gain from real customers the better the impact this will have on your Local SEO
- Try and reply to all reviews (Whether negative or positive to build trust)
- Do not try and build up reviews through fake emails or profiles (People can see through this and so can Google!)



## Quick wins for local SEO



- Make sure your Google Business Profile is claimed, verified and optimised to provide the best experience for potential customers
- Add your business to free directories (Yell, Yelp, Bing Places)
- Ensure your NAP (Name, Address & Phone Number) is consistent across every place where your business is listed
- Aim to receive new reviews every month (even adding 1 to 2 makes a big difference)
- Use the posts feature on your GBP to keep interacting with customers (for promos, latest news or blogs)
- Embed a Google Map on your contact page (Make your business easy to find!)



**HunterDouglas**

**Group of Companies**

Thank you for listening