Steelcase

Localization for SEO

Steelcase DealerWeb

November 2021
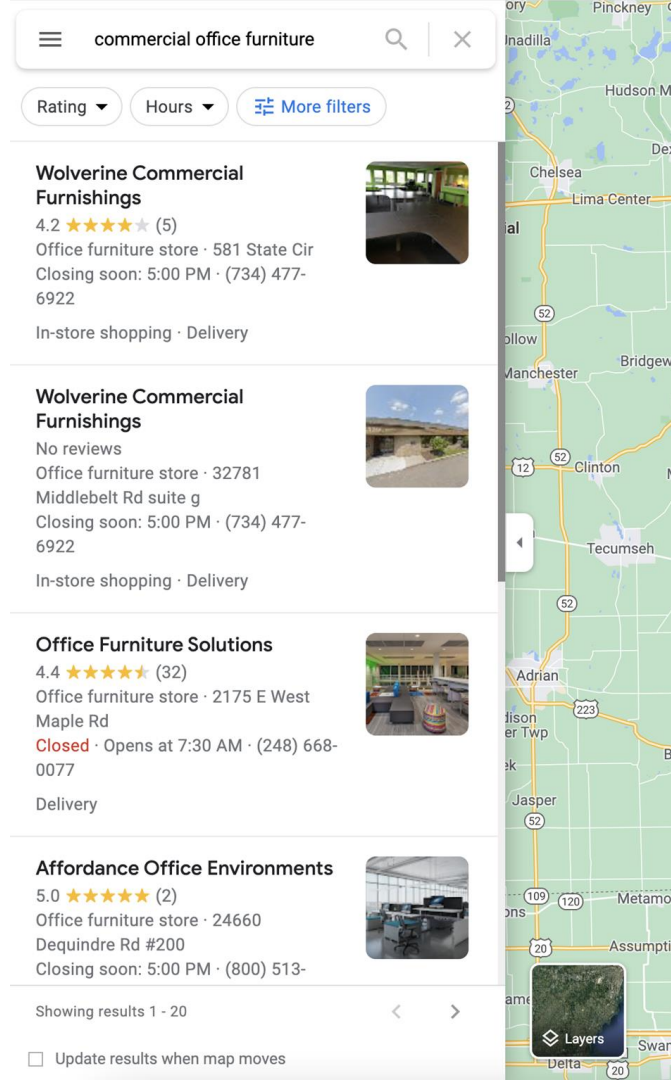
Table of Contents

This guide will walk you through where you can enhance your website with local signals such as the city you're located in, your location address, and areas you serve.
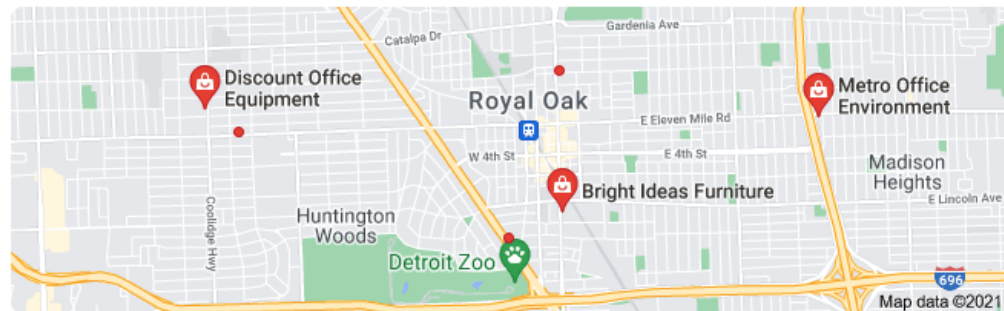
Local SEO Value

Ranking in Local Search
When search queries are relevant to the location of a user, your site has the opportunity to rank in Google's Local 3-Pack. Sending local signals from your site is an important factor in order to rank in local searches.

Office Furniture ⋮

Rating ▾   Hours ▾

Metro Office Environment
No reviews · Used office furniture store
Warren, MI · (586) 755-7910
Closed · Opens 8:30AM Fri
In-store shopping · Delivery

Discount Office Equipment
4.1 ★★★★☆ (16) · Office furniture store
Berkley, MI · (248) 548-6900
Closed · Opens 9AM Fri
In-store shopping · Curbside pickup · Delivery

Bright Ideas Furniture
4.6 ★★★★★ (83) · Office furniture store
905 S Main St · (248) 541-9940
Closes soon · 7PM
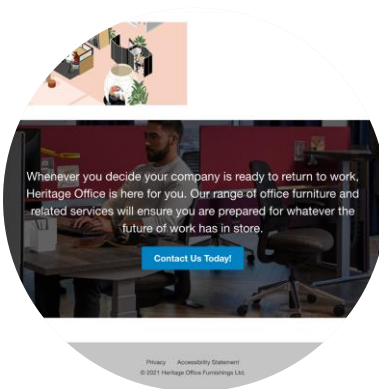In-store shopping · In-store pickup · Delivery

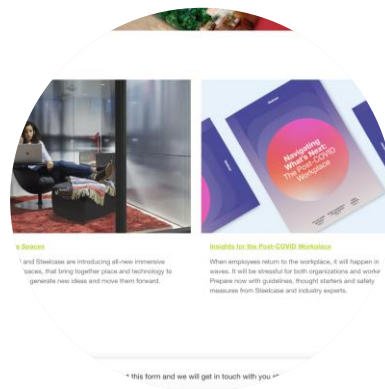# Onsite Optimization

Localization for SEO

Homepage

Work your locations into existing content modules on the page.

Add a content block with a brand statement that includes your service areas and a call to action to get in touch.

Add a multi-column content block highlighting your location(s) with links to the individual location pages.

Meta Data

Meta data includes title tags and meta descriptions. Title tags appear as the name of browser windows and the main title of search results, while meta descriptions only appear in the search results.

Include location information in title tags for:
- Homepage
- About Us
- Individual Location Pages
- Local Article Content
- Career Pages
- Service Pages
- Project Portfolio Pages

Articles

Create your own unique article content in addition to the research content that links to Steelcase.com. Address content topics that are important to your local markets.

Example local content topics include:
- Share commentary on the business environment in your market, such as certain industry trends that are common in your area or new/renovated office spaces.
- Seasonal or other geographic considerations, such as planning outdoor spaces for warmer climates or planning for office moves in high rise buildings for urban markets.
- Summarize local events such as award presentations, business conferences, charity events, etc.

Now, Near, and Next: How to think about the return to work

May 28, 2020 / **Insights**

Turn down the noise on how to return to work with a NOW/NEAR/NEXT mindset.

I know I'm adding to the daily, constant noise about how to return to work. Good gravy it's loud out there, but I've found this structured thought process helpful when categorizing the theories circulating in today's news cycle.

Guess what? We get to go back to the office!

Based on recent conversations, my guess is that statement either caused you to scream out "*Yippee!*" or "*Oh Heck No!*" I understand either way, and if you're like me you land somewhere in the middle: super excited to be around people, but your inner

Feedback

Footer

The footer is on every page of your website, so adding location information there sends strong signals for local search rankings. There are two options for how to add the info based on how many locations you have.

List with Addresses

(1-3 Locations)

Denver, CO	Colorado Springs, CO	Fort Collins, CO
1445 Market Street	4110 High Country Road	4950 S. College Avenue, Unit A
Denver, CO 80202	Colorado Springs, CO 80907	Fort Collins, Colorado 80525
(303) 574-1115	(719) 574-1113	(970) 223-5959

List with Cities

(4+ Locations)

Locations

Denver, CO

Colorado Springs, CO

Fort Collins, CO

Colorado Headquarters

Connect

Careers

Service Portal

Our Sister Companies

Page Content

Not all pages should have local content (for example, product pages); however, there are plenty of other areas to incorporate local content.

About Us

As part of your company history, include where you started serving, where you have grown or moved into, and when locations were added along the way (if relevant).

Services

Cleaning, repair, design, storage and other similar services can all be targeted to audiences searching in your market areas.

Projects

If you highlight your own case studies and projects, include the neighborhood, city and state where the project took place.

News

When sharing news and company updates about your business, include office location or other location information as part of the content.

Location Pages

DealerWeb sites already include location detail pages for each of your locations, which includes basic business information like name, address, phone number, hours, and a map. Build out local content by adding:

- Landmark and parking info
- Exterior photos
- Interior photos, regularly refreshed and changed out as your interior is updated
- Popular industries served
- Popular services and product categories
  - Include internal links to relevant pages
- Featured news, such as employment announcements
- Call to action to contact or make an appointment

Maryland Headquarters

Serving Maryland, Virginia and Washington, DC

9300 Gaither Rd
View larger map

9300 Gaither Rd,
Gaithersburg, MD 20877

Keyboard shortcuts   Map data ©2021   Terms of Use   Report a map error

Contact Info:

**9300 Gaither Road
Gaithersburg, Maryland
20877
Phone: (301) 963-3900
Fax: (301) 977-1734**

Get Directions »

Contact Us

Phone: MD: 301-963-3900 NJ: 732-424-3900

External Optimization

Localization for SEO

Google My Business

Google My Business (GMB) profiles are the listings that Google displays in their local 3-pack and map results.

Having a complete and optimized GMB profile is the first step to qualifying for rankings in these map results.

Steelcase Learning & Innovation Center ✕

| Website | Directions | Save | Call |

4.9 ★★★★★ 53 Google reviews

Business center in Grand Rapids, Michigan

Address: 901 44th St SE, Grand Rapids, MI 49508

Hours: Open · Closes 9PM ▾

Phone: (616) 247-2710

Suggest an edit · Own this business?

Questions & answers

Be the first to ask a question

Ask a question
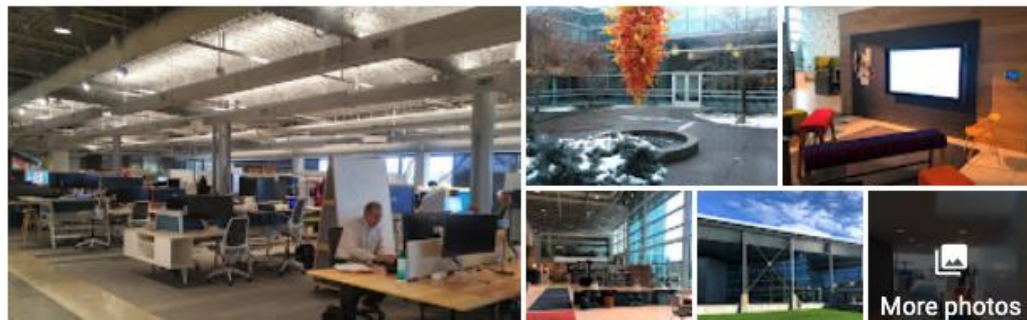
Basic Optimization

The first step for GMB optimization is to make sure your location is claimed. Check how Google formats your address and ensure the address on your location page matches.

On your GMB profile, make sure the following information is complete and up-to-date:

1. Name
2. Address
3. Phone Number
4. Website
5. Hours
6. Description
7. Categories

GMB Products

Set up products for your most popular categories and products. These product tiles add more information to your profile and add another point from which users can get to deeper links on your website. Below is an example category and product hierarchy.

Office Chairs

- Gesture
- Leap
- Think
- Steelcase Series 2

Office Desks

- Steelcase Flex
- Mackinac
- Bivi
- Airtouch
- Migration

Storage

- Exponents Carts & Moby
- TS Series Pedestals
- Universal Storage

Branch Essentials

Standing Desk	Filing Cabinet	Ergonomic Chair
$795.00 – $845.00	$239.00	$349.00

Products   View all
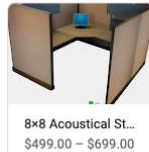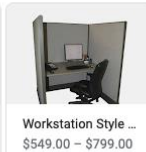
8×8 Acoustical St...	Workstation Style ...	Workstation Style ...	Tall W...
$499.00 – $699.00	$549.00 – $799.00	$549.00 – $799.00	$299...

Dining and Bar

Linea Swivel Stool - M...	Zoe chair - Made in Ca...	Zoom Extension Table ...

GMB Posts

Leverage GMB Posts to share important updates about your business. These appear on your GMB profile in search results and are usually visible for a week.

Valid topics for GMB posts include:
1. Promotions and sales
2. Events at your location
3. Community outreach and donation drives
4. Other special offers
5. Business impacts like power outages, construction, and COVID-19 restrictions

Resource Links

Google has documents to assist with Google My Business setup and how to use the platform:

- Getting Started: Adding or claiming your business
  https://support.google.com/business/answer/2911778?hl=en&ref_topic=4854193
- Optimization: Editing your business profile
  https://support.google.com/business/answer/3039617?hl=en&ref_topic=4854128
- Products: See "Add a product on Google My Business" section
  https://support.google.com/business/answer/9124203
- Posts: How to make a post and track status
  https://support.google.com/business/answer/7342169

Thank You!

Questions? Please contact <u>DealerWeb Support Desk</u>.

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