

Local Fame

Advertising
26 Red Lions Street
United Kingdom

View the full portfolio at <http://www.thecreativefinder.com/localfame>

Professional Experience and Curriculum Vitae

Do you want more business? More clients? More fame?

Local Fame is the way to get them. Our team of online marketing and reputation management specialists make sure that when people are looking for your kind of business online - it's you that they find first.

Here's how we'll get you more customers:

You'll have a strong and heavily signposted presence that potential customers see first when searching for you online.

Your profile will be powerful and persuasive enough to turn those potential customers into actual clients.

Your presence will be protected - promoting and safeguarding your brand.

Mobile searches will be directed to your website first.

Local Fame is the SEO company London has always needed: hassle-free, effective, and highly professional. We provide the award-winning local SEO services and website design you need to make your company famous online. And we simultaneously work as your social media management agency and Google AdWords consultant.

You'll get:

More customers on your doorstep. More business. More local fame.

Visit our website for a free test on your current profile's effectiveness...

And then get ready for all the clients you can manage.

Previous Clientele

Please kindly get in touch for more information.

Awards and Accolades

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THE BUSINESS OBJECTIVE

Main Business Idea: EMME is an international franchise brand which offers professional services such as: printing materials, displays and signage, banners and many more.

LocalFARNE wanted to grow business and revenue from online channels and site traffic.

20 individual locations located in around 6 states, opened in LocalFARNE location based 320 services.

THE CHALLENGES

Competition: The industry is highly competitive especially in cities such as Sydney, Melbourne, Adelaide and Perth. There are many service providers which battle for customers and generate ranking. Furthermore, the local market is very noisy (a lot of other related services) and it was difficult to reach individual shops.

Google's Mobile friendly penalty: The local EMME website had too many errors, was not mobile friendly, mobile friendly, this meant we would be open to being penalized by Google's latest updates.

Data Clustering: Another challenge was the inconsistency of the data. EMME had individual submissions and citations throughout the web with inconsistent and sometimes conflicting information, so a lot of cleaning and editing was previously required.

THE SOLUTIONS

Local Marketing Technology to grow business and increase from online channels and site traffic:

A strategic and cost-effective approach was deployed exclusively to every city based on the search trends in the area. LocalFARNE conducted an extensive keyword research in each area and selected the most suitable keywords to optimize the business. LocalFARNE also optimized the Google My Business/Local listings of the shops, with a combination of citations and reviews to increase visibility throughout the web.

THE RESULTS

What an achievement in months from 0!

64% increase in organic search website

after Google's mobile update in April 2015, none of the websites had ranking despite the huge number of citations of the sites, on the contrary, the websites continued to climb up the rankings organically.

27 of 29 shops rank on web results

1 for the top 3 important (print shop) and printing services in Google

26 of 29 shops rank on web results

1 for the top 3 important (business cards) in Google

27 of 29 shops rank on web results

1 for the top 3 important (business cards) in Google

Ranked visibility and impressions of local listings

EXAMPLE

EMME Australia

Here is a screenshot of the website from May 2015 (February 15, 2015) before the optimization process was initiated.

Before:

- Missing title
- Missing business category
- Unoptimized

After:

- Optimized title
- Optimized business category
- Optimized

EXAMPLE

EMME Services

Here is what LocalFARNE achieved in 3 months:

KEY METRICS

- 7,752** new total views of the listing
- 2,040** views for the last 30 days
- 7,043** views for the last 90 days
- 10** Followers of the page
- 8% INCREASE** in traffic to the website

EXAMPLE

EMME Services

1ST PRICE 1ST POSITIONS

Main Problems:

- First 10 Listings
- Google My Business
- Print Services
- Google My Business
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Main Problems:

- Google My Business
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TESTIMONIAL

EMME Australia

"EMME Australia has been working with Heidi and the team at LocalFARNE for over 12 months. At that time we had found their services to be professional and their methodology solid. The reason we decided that it was to be our preference was based on their knowledge and skills. Heidi and the team are exceptional and we would recommend LocalFARNE to any business who wants to maximize their online presence."

Heidi - LocalFARNE Managing Director EMME Australia

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