

Google continues to change the SEO Scene

Local Listings have been around for some time, but Google rarely did use this as part of its algorithm, well that is until now! Yes, Google has shifted gears again with local organic search emphasis, and is live across the internet.

So let's say Joe Blogs is based in Seattle, and is in need for computer consultancy, and goes along with the regular searching habit of typing "Computer Consultancy", well surprise surprise, he will now get custom search results based on the geographical location he is searching from, unless of course he types specific city/state details.

Research has shown that 70% of people use search engines as their first choice of locating information, and of this 70% 33% use traditional search engines, followed by 23% using the great old yellow pages, and the remaining 22% using the "new" guys on the block like yelp.

So why has Google changed the algorithm once again? No it's not to get the SEO (Search Engine Optimization) companies in a frenzy, and scramble for other ways or up their skills in the area, but to combine services from the likes of other directories and to make searching and locating of information far more easier and efficient.

So is Google is taking control of the local searches? Well yes to an extent, and why not especially if the likes of Facebook, and local directories have had a good footing in these areas.

So what do you do if you have a website, and you have noticed a sudden drop from page one to page two on specific keywords? You need to continue to do what you normally do for SEO, but now also place emphasis on keywords with local geographical relevance.

Of course it's going to be hard to compete with the big boys that have branches and presence in every corner of the globe, but don't be put off! Just focus on your customer base and what potential customers would search for when looking for products and services.

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