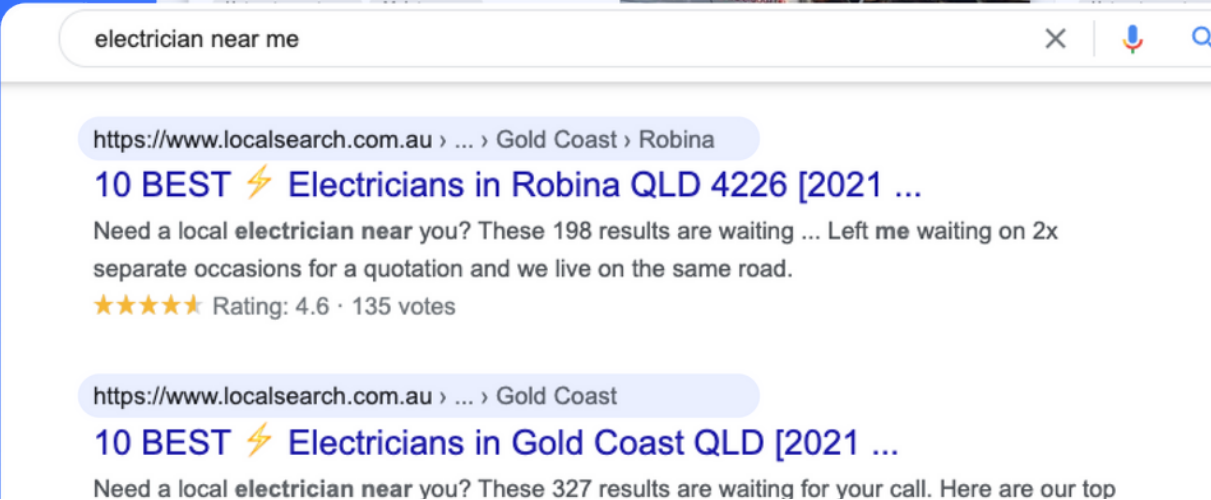
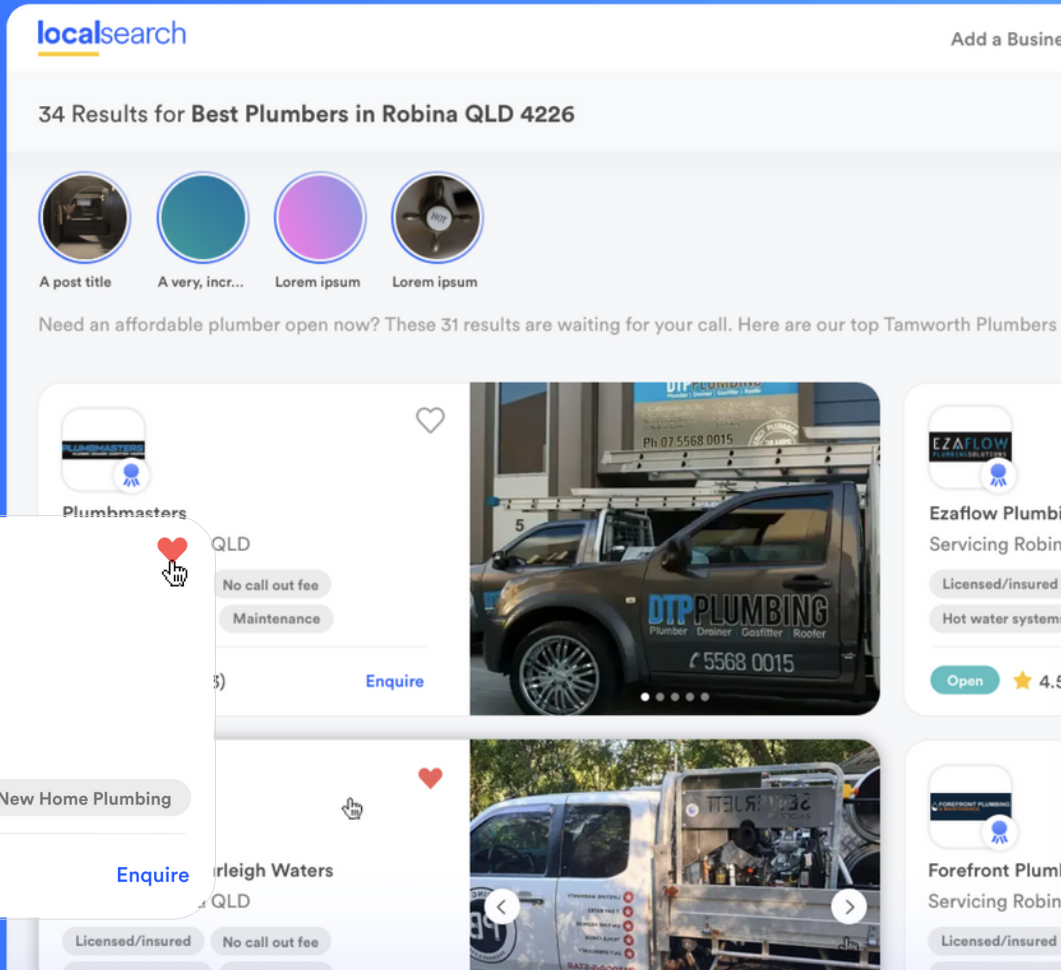
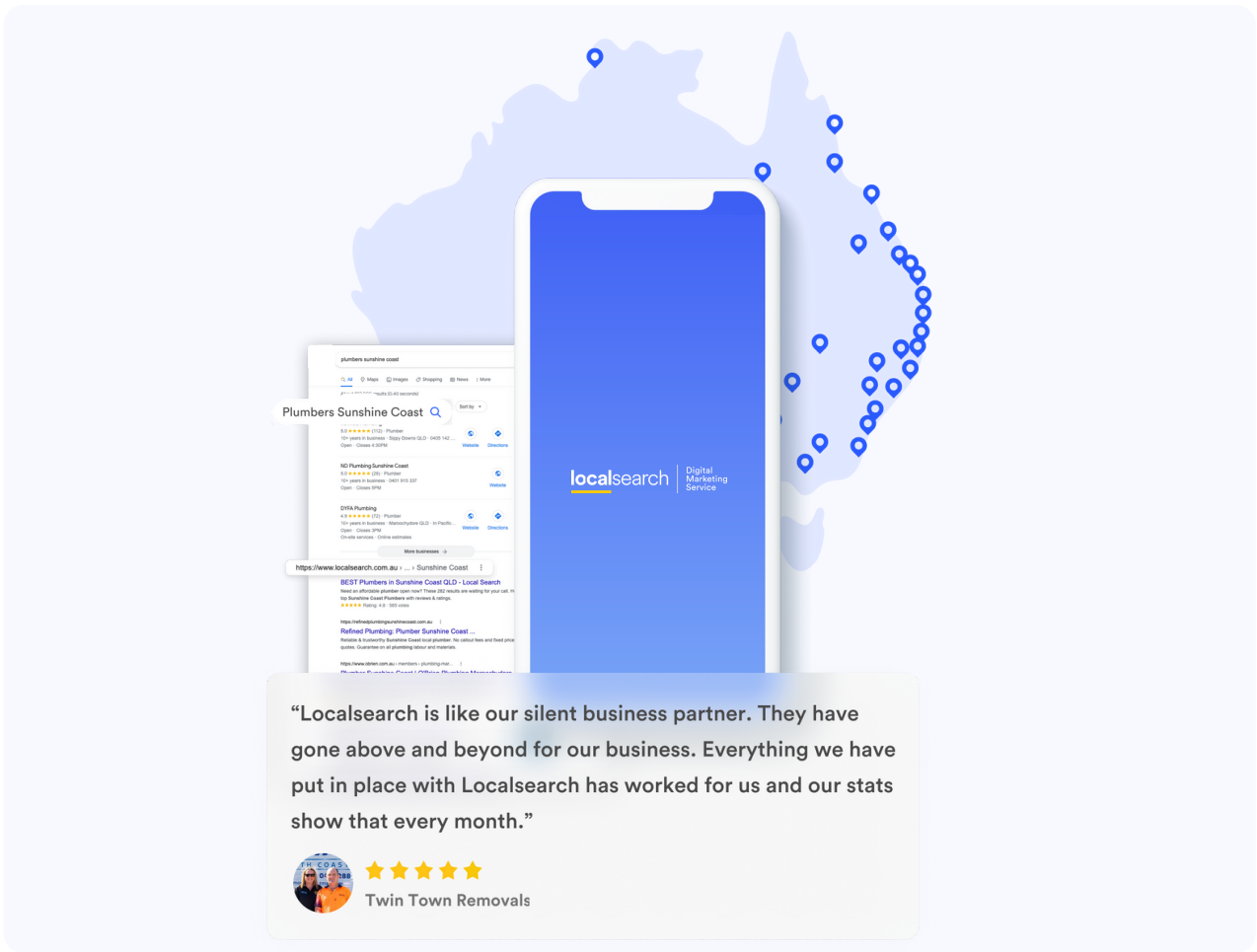


# Localsearch Business Profile

Guide



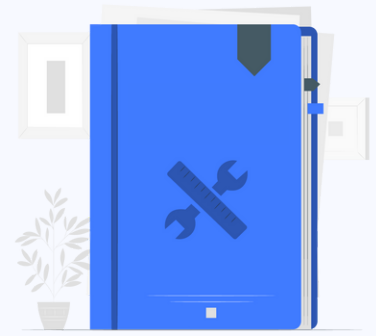


## Welcome to Localsearch for Business

Localsearch Business Profiles are vital for Australian digital marketing, allowing businesses to enhance their online presence on a widely-used, free platform. Managing your business listing on Localsearch is crucial for visibility in local search results. Easily update essential information like address, phone number, website, and email to provide accurate details and improve search engine ranking.

A Localsearch Business Profile is a comprehensive tool for managing customer interactions. Respond to reviews, both positive and negative, to demonstrate commitment to customer satisfaction. Monitoring performance metrics, such as website traffic, leads, and sales, adding analytics to the digital marketing strategy.

# 8-Step Guide to Optimising Your Localsearch Business Profile



Optimising your Localsearch Business Profile serves as a practical step to improve online visibility and attract potential customers. Maintaining consistency in business information aids search engine recognition without any bias. Establishing a clear and reliable online identity through professional branding and detailed business information can contribute to both customer engagement and a positive business reputation.

## 1. Keep Name, Address, and Phone Number (NAP) Consistent

Maintain a consistent NAP (Name, Address, and Phone Number) for your business. Update this information easily and for free on Localsearch.com.au.

Profile details to consider include:

- Business name.
- Year established.
- About your business.
- Trading hours.
- Frequently asked questions.

Contact details to consider include:

- Phone.
- Email.
- Website URL.
- Booking URL.

## 2. Include Your Logo and Feature Images

Enhance your Localsearch Business Manager profile with a professionally designed logo and relevant feature images, including a 100px by 100px logo. Boost trust and recognition for your business.

## 3. Upload High-Quality Photos

Complement your feature image with high-quality photos showcasing your products, services, and team. Use images that are at least 1000px by 1000px, preferably in landscape format, for a visually appealing profile.

## 4. Specify Payment Methods

Elevate your profile by specifying accepted payment methods, such as Afterpay, Zip, cash, and Visa. Easily add these details in the Info tab of your Business Profile Manager.

## 5. Complete Profile Information

Provide comprehensive and unique details about your business, products, services, and licences. Take the time to fill out these sections on your Localsearch.com.au profile to help potential customers understand your offerings and stand out from competitors. Avoid copying and pasting content for better search engine optimisation.

## 6. Encourage Customer Reviews

Actively seek reviews from customers on Localsearch.com.au to attract future customers. Responding to reviews positively impacts your business's reputation and builds consumer trust.

## 7. Link Social Media Accounts

Integrate your business's social media accounts by selecting the relevant platforms from the provided list and adding links to these accounts. This step enhances your online presence and allows customers to connect with your business on various platforms.

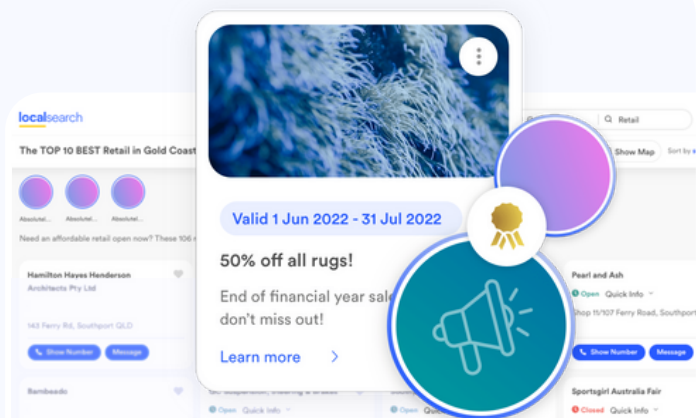
## 8. Highlight Amenities

Let the public know about the amenities available on your property by selecting from the list provided. This step provides valuable information to potential customers and enhances the overall profile of your business.

Bonus Tip

### Stand Out with Posts

Use 'Posts' to share offers and promotions with your local community. Access the Posts feature through Localsearch for Business to showcase your latest business updates at the top of the search page.



# Knowledge Base

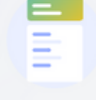
Search using keywords 'business profile'



Localsearch



Localsearch For Business



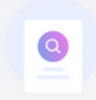
Google Business Profile



Websites



Social



Search Engine Optimisation



Google Ads



Domain & Email

## Localsearch Knowledge Base

For further support with your Localsearch profile, please visit our Knowledge Base at [knowledge.localsearch.com.au](https://knowledge.localsearch.com.au). This central hub is designed to assist small business owners throughout their digital marketing journey, providing guides, resources, and videos. Whether you're seeking quick answers to uncover your Business Profile insights or want to learn how to enhance your reviews, the Knowledge Base is your go-to resource. To access additional resources specifically tailored to improve your Localsearch Business Profile, simply click on the Localsearch icon on the Knowledge Base landing page.

Case Study

### Bangalow Barber Shop

To reach more local customers, Bangalow Barber Shop upgraded its profile for less than \$2 per day, resulting in:

- 210% increase in profile search views.
- 140% increase in leads through profile.
- 20% increase in website traffic.

[Contact](#) the Localsearch team to learn about package options.

