



# Local SEO for Public Adjuster Companies with Multiple Locations

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We have a crazy sweet tooth - but don't like sugar coating. Search engine optimization (SEO) is hard! Over the past 15 years or so, we've watched Google and other search engines implement challenging rules to reduce the number of black-hat optimizers who try to "rook the system." As a result, SEO best practices have become increasingly more complex, and it takes a good deal of time to appreciate results. Doing SEO for multiple locations is even harder. You aren't worried about indexing and ranking in just one city, one region, or one state, but many; it's not one set of local competitors, but lots. Let's look at some tips for performing SEO for public adjuster companies with multiple locations, where each market may differ.

## What is SEO? A Brief Explanation.

SEO is the driving force behind how your website ranks in search engines for specific searches based on on-page factors (site content, structure, code) and off-page factors (authority/trust, link quality, social reputation). In most cases, businesses don't have trouble being found for branded search terms (like "Adjusters International"), but rather for non-branded search terms (like "best public adjusters in my area"). It's this type of keyword that helps to bring new, untapped people to your site. That's why SEO is an important part of digital marketing - for audience capture.

When Site-Seeker was first founded in 2003, SEO was a relatively straightforward (and even, dare I say, easy!) concept. It consisted mostly of site structure, URL structure, navigation, title tags, description tags, and links. It wasn't unrealistic to help a small business - who wasn't even indexed in Google - achieve top 10 status within a month or two.

Most companies rely on organic (free, search-based) traffic to help get visitors on their site. The percentage of organic traffic compared to other sources ranges from industry to industry, brand to brand, but public adjusters should see 40-60% of their total traffic coming from search. For example, 43% of Adjusters International's traffic is organic. The opportunity to grow that number through SEO tactics is there and the potential to find new and relevant visitors is high.

Remember: while the systems have gotten smarter over the past 15 years, so have marketers, and SEO has since become a much more skilled art, as a result.

## **Performing Keyword Research for Your Public Adjuster Company**

Keyword research is always the first action you should take once you've developed your SEO strategy and hit "go." You can use tools like Google's Keyword Planner or Neil Patel's "Ubersuggest" to identify important keywords to target and to help gauge the popularity and competitiveness around those keywords. There are three types of keywords that should be focused upon:





**Branded:** These are the easiest keywords to rank for and require very little research to find. These are any and all keywords that have to do with describing your brand. Ranking for these terms is somewhat easy since this type of keyword will naturally be woven throughout your entire website, exist in the URL, and be emphasized on third-party sites across the web. Ideally, your website will rank #1 for all branded search terms, ahead of your social media channels. Consider both your company's name as well as nicknames or short-form uses of your company's name.

**Non-branded general:** These are general, high-level terms that get used in a search. It includes keywords like "public adjusters," or "public adjusters in NY." Here, we're targeting users who aren't aware of you or your adjuster company's brand and are simply looking for a company like yours. Your competitors will likely rank alongside you with terms like this.

**Non-branded specific:** On the one hand, these terms are the most difficult to find and rank for. On the other hand, these are what make the biggest difference when it comes to SEO success and driving relevant traffic to your site. Consider adjuster-related keywords that your potential customers might use to find you. For Adjuster's International's website, this might be "damage claim" or "home insurance flood damage." There could be anywhere between 30-40 keywords you might have on your list to target. Be careful: if it's too large of a list that you're focused on, you'll risk not having enough highly optimized pages/content on your site and end up not ranking for any of them. Make your target keyword list manageable and specific.

# Local SEO for Public Adjusters: The Basics

In general, there are a number of SEO tactics you'll want to implement site-wide, regardless of how many locations you have. I won't spend too much time on these because a basic search in Google for "SEO help guide" will provide more thorough information on all of these:

**Keyword research:** Determine the best keywords that will drive the highest quantities of relevant traffic to your site. Select 1-3 important keywords per page.

**XML sitemap and robots.txt:** Select the pages you want to be indexed and submit them to search engines to be crawled via sitemap. Utilize Google Search Console to monitor any errors that web crawlers may uncover on your site. Fix, as needed. Robots.txt is used to tell Google which pages you don't want to index.

**Navigation:** The rule of thumb is, if a user can't easily find a page, then Google can't either. Anything you want to be found in a search engine should be included in the navigation or via internal links on your site.

**URL structure:** Consider clean, yet descriptive URLs that are organized and feature the keywords you want to rank for.

**Titles and descriptions:** Probably the most notable aspect of SEO, titles and descriptions are the first things a user sees in the search engines when they enter in a search query. After performing keyword research, be deliberate in the writing of your title (straightforward, consistent structure between pages) and descriptions (encourage action, include keywords).

**Alt tag:** Ensure keywords are used across your site's images.

**Schema:** This type of markup is written at the code level and helps categorize or label certain types of content. Schema exists for things like events or products.


# Local SEO for Public Adjusters: The Advanced

Beyond what you've already done to your site, you'll now want to take things to the next level to help your location pages rank in each of your company's markets.

**Local Activity (Social Media, Reviews, and Links):** Make sure you have a rich social media presence and engage with all of your local audience members. Facebook and LinkedIn are a must. YouTube is great if you are leveraging video marketing and running video ads. Instagram and SnapChat are good if you are a creative bunch, have lots of visuals at your disposal, and might be looking to target a younger crowd. Implement a reviews program - both in-office and online - to drive more online reviews. User-generated feedback, which will naturally include keywords and geo-locations, will help with your SEO work. Additionally, you'll want to implement a PR/linking strategy to secure local links that point back to your local pages. Consider local news articles, charitable partnerships, and local school or university submission boards if you have jobs or internship programs.

**Building the Perfect Location-Based Page:** Regardless of how large your operation is, you'll need to have a location feature (or some way to easily find individual offices) and, most importantly, a local web page that represents each of your local offices. This is vital to local SEO success. On each of these pages, feature important location-based information that best serves your local clients and allows Google to differentiate it from other local pages. Some suggestions include: local office information (like address, phone numbers, and location-specific services); an embedded Google map for directions; local photos of that location including storefront photos; local reviews (Wordpress plugins like the Google Reviews Widget will help populate this); and local charitable or philanthropic ties to the community. Also, include links to your local business listing pages, as well as content that contains the keywords you're targeting.



A couple is seen from behind, embracing on a beach. The woman has blonde hair and is wearing a grey sweater. The man is wearing a grey and white striped sweater. In the background, there is a construction site with a large excavator and a pile of rubble. The sky is blue and clear.

**Local SEO for Adjuster Companies:** Business Listing Pages: Do not discount the importance of your business listing pages. They are massive contributors to local SEO success. There are many listing pages that exist on the web, but the “Top 3” you’ll want to put the most focus on for your adjuster company include Facebook (all of your locations should have their own page, checked/managed by your team, you can push content to those pages from the brand page, if you wish), Google My Business, and Yelp. Like the location pages on your site, you’ll want to customize each local listing page with rich information. Include address, phone number, office hours, and your services. Add your best-localized photos. Add any appropriate attributes that the office allows, like “has off-street parking.” (There are a number of pre-built amenities inside of Google.) Encourage past customers to add reviews, too.

## Measuring SEO for Public Adjusters

There are many articles out there that discuss the many KPIs you can measure for your SEO efforts. You certainly could do that. It’s good to look at the many angles of both organic traffic and the quality of that traffic. But if you’re an adjuster company focused on sales, then there are only three metrics you need to be worried about:

**Organic Traffic:** Remember that SEO is a long-term investment. It's not uncommon to roll out an SEO program and not see solid results for at least 6-12 months. Knowing this, you'll want to examine your Google Analytics account (or your website tracking software of choice) and filter by organic traffic. This will allow you to see any growth, over time, of your search engine traffic. Annotate when you make SEO changes on your site so you can see what tactics can be attributed to each of those changes. Additionally, you'll want to add geo-filters so you can see how organic traffic is affected in each of your local markets. These increases will likely be subtle, but over time, those results add up to significant new, relevant traffic. Remember too, that organic traffic, oftentimes, are the most relevant users coming to your site. So if you increase traffic, typically you'll increase conversions, as well.

**Conversions:** If you're a public adjuster company, conversions = sales. If you get most of your customers through phone calls and web-based forms, you'll need to track those. Consider also setting up LiveChat and adding direct emails for individuals sales team members - and tracking interactions as well. Once your conversion goals are labeled accordingly inside of Google Analytics, monitor your goal completions through the filter for organic traffic. Are there more organic conversions over time after implementing your SEO program? There should be.

**Organic Traffic Conversion Rate:** This is the rate at which you are driving conversions and measures the effectiveness of your site's pages to convert. Let's say your organic traffic conversion rate is 10%. If you have 100 organic visitors come to your site, 10 convert.

There are two ways to get more conversions on your site. First, you can send more traffic to your site. If your SEO efforts now help to drive 200 visitors to your site instead of 100, at 10% conversion rate, you will now have 20 conversions. Nice! Or, you can work on improving your website so more people convert. This is called "Conversion Rate Optimization" or CRO. If you drive your conversion rate up to 20%, then even if you still have 100 visitors coming to your site, then you will now have 20 conversions. But if you increase both your organic traffic and your conversion rate, you'll end up with 40 conversions. Yay math!

Some conversion rate optimization best practices include being mobile-friendly (if you have a lot of mobile traffic), making sure important selling points are above the fold, making call to action areas prominent and easy to use. In general, SEO efforts often help improve your organic conversion rate since navigation and on-page user experience is improved.

Overall, there are a number of ways to improve your public adjuster site to start generating more traffic from Google and generating more leads. This includes both on-page and off-page practices from title and description writing to relevant social media experience to up-to-date local listing information. When combining all of these efforts together, you can expect to be much more successful with your digital marketing efforts.

[Contact us](#) to get started on your local SEO plan.

