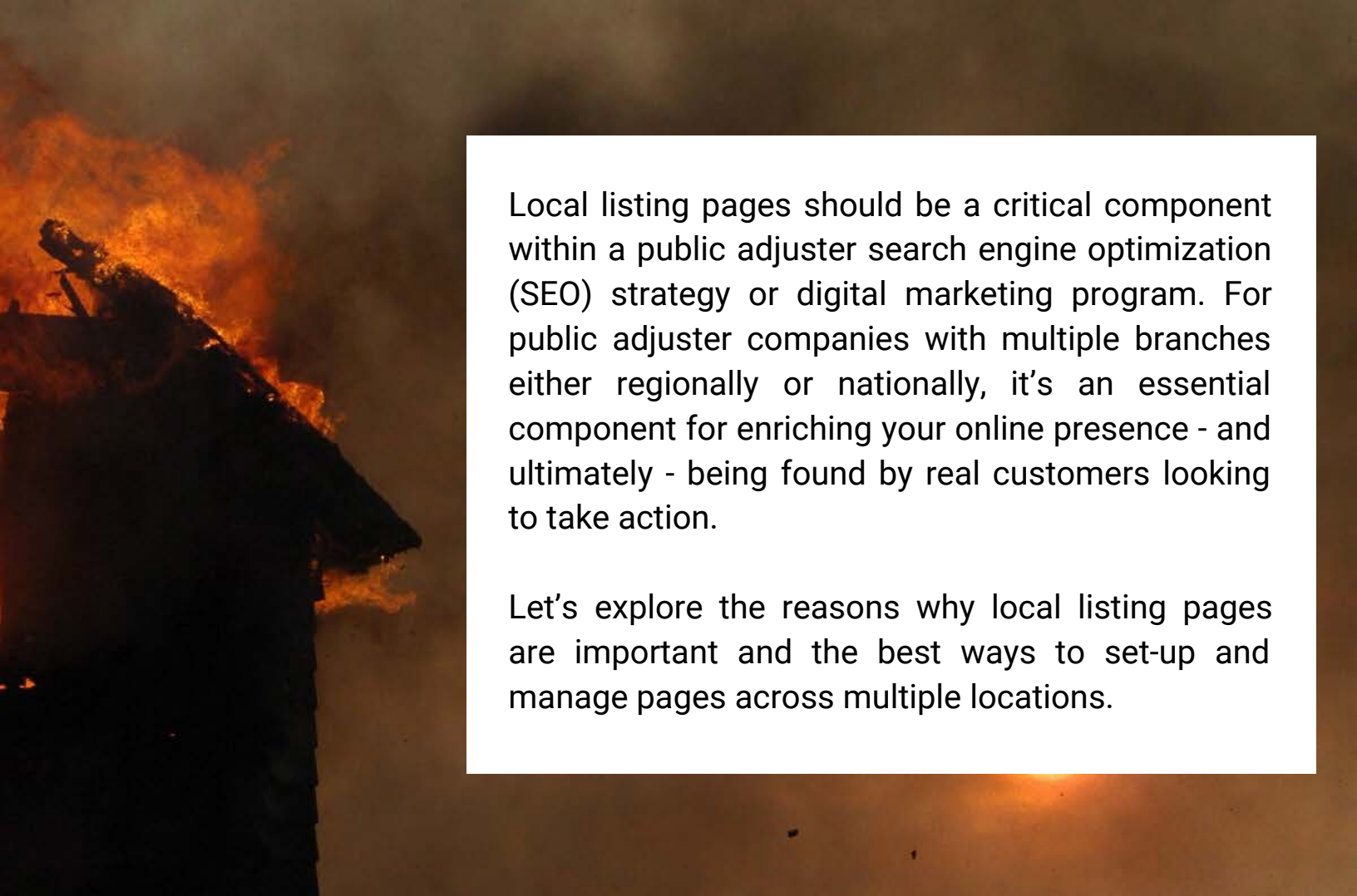




IMPORTANCE OF LOCAL LISTING PAGES OF PUBLIC ADJUSTER COMPANIES

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Local listing pages should be a critical component within a public adjuster search engine optimization (SEO) strategy or digital marketing program. For public adjuster companies with multiple branches either regionally or nationally, it's an essential component for enriching your online presence - and ultimately - being found by real customers looking to take action.

Let's explore the reasons why local listing pages are important and the best ways to set-up and manage pages across multiple locations.

IMPORTANCE OF LISTING PAGE

It's no secret what Google's goals are when it comes to its popular search engine product. It wants users to have fast, relevant results.

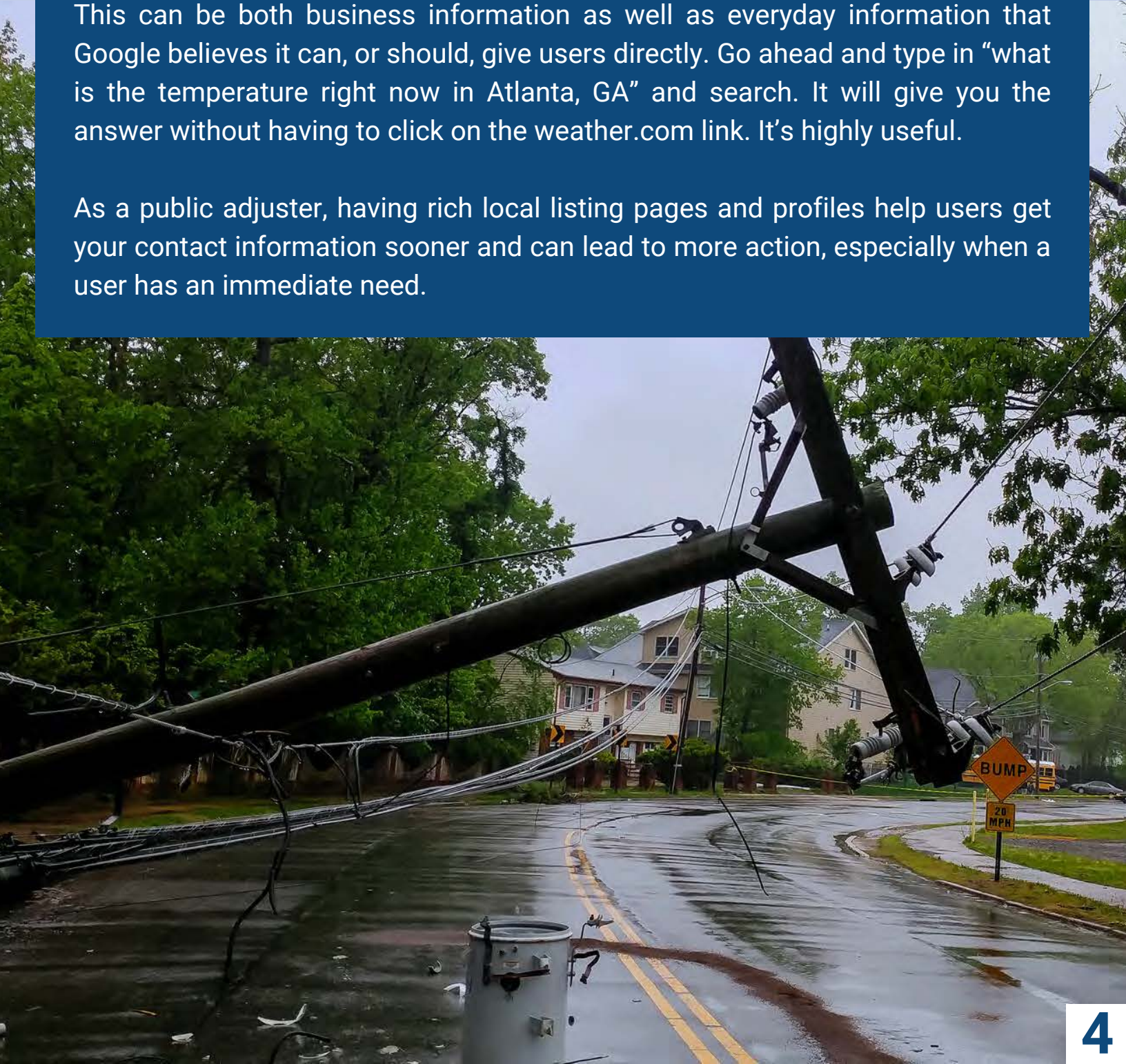
That's it.

And that's why it has a very minimalistic homepage with lots of white space, one branded graphic, and a search bar. Anything to cut down on load time. Even its results page is stripped down - text heavy but with few graphic elements. Meanwhile, it has been making constant improvements to its algorithm for years to perfect its ability to rank the most relevant results and give users the best options on page 1. If you, as a user, perform a search and aren't able to find what you want and have to scroll down or go to the next page, then Google isn't doing its job.

In recent years, Google has put an emphasis on local listing pages. This includes awarding high rankings for well-optimized Yelp, Facebook and TripAdvisor pages. More importantly, for certain searches (typically branded search terms that feature the name of a business), it showcases Google MyBusiness profile information in the knowledge graph area. This is the information that is typically shown in the upper right corner of a search results page used as a “shortcut” to give users the information Google believes the user wants without having to click.

This can be both business information as well as everyday information that Google believes it can, or should, give users directly. Go ahead and type in “what is the temperature right now in Atlanta, GA” and search. It will give you the answer without having to click on the weather.com link. It’s highly useful.

As a public adjuster, having rich local listing pages and profiles help users get your contact information sooner and can lead to more action, especially when a user has an immediate need.





STEP ONE: CREATING A LOCAL WEBSITE PAGE

Your first step, before embarking on your journey to set-up or claim all of your local listing pages, is to create a local page on your website for each public adjuster location.

In doing so, you can help optimize your website for geo-based (local) searches and also allow users on your local listing pages to be linked directly back to a page on your website that is geared toward his/her own market.

Let's say I search for "public adjuster companies in Utica, NY." My preference is to arrive on a page that's specific to my area, not the generic homepage.

These individualized location pages add value to your site since you are able to pair rich, important keywords with geo-targeted (location-based) terms together on that page. Here are some examples: "Public adjuster," "insurance claims," "insurance adjusters," "independent adjusters" and "Utica, NY."

You'll want to also feature location-specific information such as address, phone number, and emails for staff members.

Moreover, be sure to include specific material that applies to that location - like local reviews, local photos of the office/staff/area, and any specific offerings that this office may have that differs from others. Try to stay away from stock photos that generalize the page and site. These local listing pages, if executed well, can rank higher than most (maybe all) of your other pages for geo-based branded terms. In fact, that's your goal.

STEP TWO: HOW TO SET UP AND MANAGE A GOOGLE LISTING PAGE

Google's MyBusiness profile pages are the most important among all your listing pages. This is because of Google's self-love for pages within its own network. Public adjusters with multiple locations will either need to create a new MyBusiness listing for each location or claim listings that may already be in Google's system (for organizational purposes, keep your locations inside of a single group).

In many cases, the public (customers or active Google users) will create business listings and/or submit information for businesses on their own. If this is the case, and location information is already present in Google, Business won't create a new listing but rather claim the existing one. Community managers should follow the prompts to claim the already existing page and take over.

It's important you do this because a) consumer-submitted information is often incorrect and b) you'll want ownership over that page. If a listing doesn't exist, you'll follow the steps to create a new listing by adding contact information and business details.

In either case, you'll need to show proof that you are the business owner or a partner of the business. In some cases, you can do this through a phone call verification. Make sure you have access to the business telephone line. In other cases, you'll need to submit to get a postcard in the mail. This usually takes 3-4 days to arrive. When it does, submit the PIN that's on the postcard and you'll be able to verify and take over the page.

Google has made updates in recent years to more easily claim and manage multiple pages. You'll set up a "brand" account and, within that account, you can access all your individual location pages. From there, you can access each one to update or override information, view the locations in Maps, upload photos, and view analytics and insights for each.

STEP THREE: OTHER LOCAL LISTING PAGES TO CONSIDER

Here are a few other listing pages you'll want to create/claim for your public adjuster company:

Yelp: Although typically associated with restaurants, Yelp pages index well in Google, Yahoo and Bing search engine results. Similar to Google listings, community managers should create a master account and create/manage local pages that can all be accessed from one single login. If one chooses to become a Yelp advertiser, more benefits can be opened, such as: 1) preventing ads from running on your public adjuster pages, 2) featuring a video, 3) controlling the photos in your header profile area.

Facebook: An important channel for social media marketing, local Facebook pages shouldn't be discounted as they are an important resource for customers/prospects to access contact information and read peer reviews. Beyond your social strategy, consider building out a master brand page for your public adjuster company, then individual location pages for each branch. Add localized information and photos to each. If you cannot afford the time to create and manage a local presence on each, use the "cascading" feature built into Facebook that allows you to automatically push content from your brand parent page to each child location page. That ensures you are continuing sharing relevant content on a consistent basis.

In addition to these local listing sites, a public adjuster company should also put a focus on their Better Business Bureau profile (quality of business) as well as Glassdoor and/or other job review sites, to promote the quality of your workplace and help with recruitment efforts. Both should appear relatively high in search result pages and aid in your SEO efforts.

IMPORTANT INFORMATION

There are a number of information pieces that local listing pages allow businesses to feature. For public adjusters, make sure the information and material you upload are accurate, relevant and up-to-date. This includes the following sections:

- Business name
- Business classification(s)
- Description
- Address
- Hours of operation
- Phone number
- Website
- Amenities
- Opening date
- Photos
- Timely news

SITE-SEEKER'S EXPERIENCE

Adjusters International is a public adjuster company comprised of branches all across the country. The organization helps homeowners and business owners in various markets recoup what they deserve after a natural disaster. The adjuster teams represent end users and work directly with insurance companies for fair compensation.

Site-Seeker worked with the Adjusters International team for multiple years on search engine optimization and pay-per-click strategy and management. In other words, the Adjusters International brand had to be “findable” throughout the country, whether there’s a wildfire in California or a hurricane ravaging the east coast. Making sure its presence was strong nationally would make a major impact on organic (search engine) traffic/views and help the company secure new and relevant customers through lead generation among those qualified visitors.

In these instances, people search the internet for immediate help. They aren’t going to conduct weeks’ worth of research to find a public adjuster. Therefore, the buying cycle is rather rapid. Users want to file claims and get money from their insurance companies as soon as possible.

We also helped organize their web presence. First, we used an SEO tool called BrightLocal to identify and fix citations (local listing information) across the internet. This allowed us to see which citations were correct and which needed updating. Google and other search engines love consistency because they want to provide the most useful information possible. BrightLocal gave us the ability to ensure all of our citations were accurate and up-to-date.

Google MyBusiness was also a huge factor for Adjusters International’s organic growth. With different branches scattered across the country, our job was to make sure the correct locations were appearing in their respective areas when searched.

Each branch was claimed and verified by adding correct contact information (website, phone number, address, email, hours, etc.). We took it one step further and added custom photos for each branch. Google MyBusiness, and other local listing efforts, paired with proper on-site SEO, made for a successful search engine presence in the 50+ markets across the country.



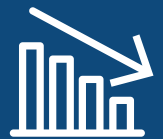
LET'S GET DOWN TO THE FACTS

Site-Seeker helped Adjusters International appear at the top of search engine pages through both paid and organic tactics. Google AdWords, now known as Google Ads, was extremely beneficial to driving traffic to the appropriate branch's website. Plus, Google has a click-to-call feature where users can directly tap and call a business. Specifically, in one 12-month span, pay-per-click traffic grew 241% year over year with our help and, in the same period, we drove cost per click down from \$3.08 to just \$1.86.



241% PPC traffic increase

Cost per click savings **40%**



On the free, organic side, similar successes were seen. In that same time period, organic traffic grew 40% year over year. Keep in mind, organic traffic made up 78% of all traffic, so this was an impressive feat and heavily impacted customer acquisition. Hard conversions (form completions) grew from 1035 to 1553, or 50% growth. Soft metrics like downloads and interest-based clicks grew from 4,368 to 5,879, or a 35% increase.



50% Conversion increase