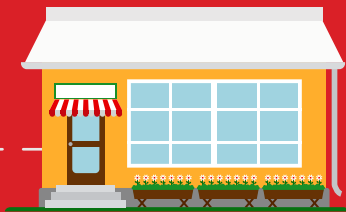
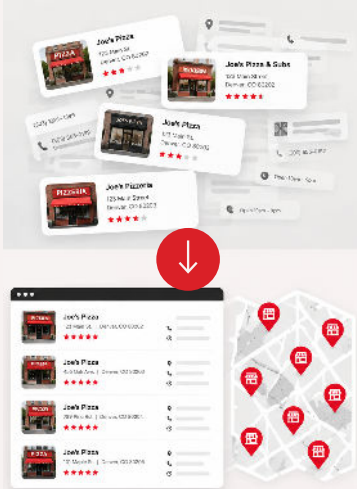


The Local SEO Guide for

Multi- Location Brands



1



The Big Idea

More locations should mean more customers finding you — not more confusion. But when every store handles its own listings and pages differently, search engines get confused, and confused search engines send you fewer customers.

2



Getting the Basics Right (Business Info Everywhere)

Your business name, address, and phone number need to match, exactly, everywhere online — Google, Apple Maps, Yelp, and dozens of directories you've never heard of. If they don't match, search engines trust you less.

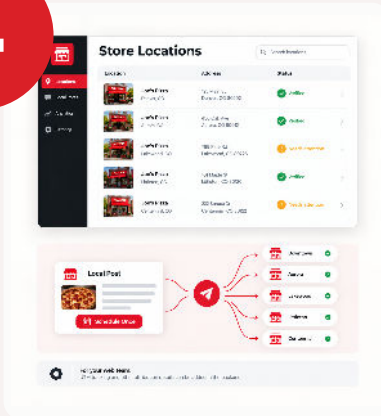
3



Store Pages That Actually Feel Local

Don't just swap the city name on a copy-pasted page. **Each location's page should feel like it was written for that neighborhood** — real photos, real landmarks, real reviews from that store.

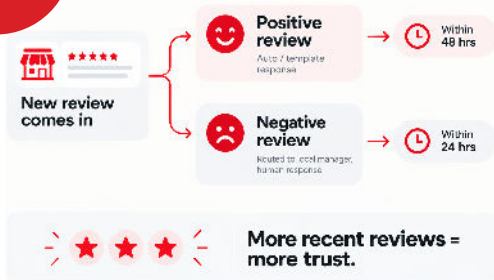
4



Managing Your Google Listings Without Losing Your Mind

If you have more than a handful of locations, you shouldn't be logging into Google separately for each one. **Manage them all from one dashboard.**

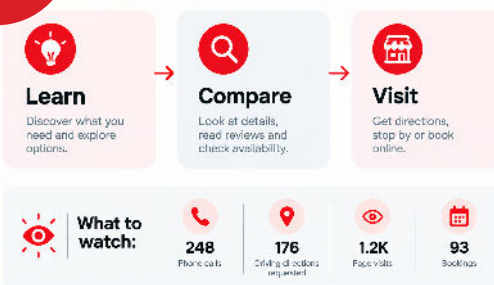
5



Handling Reviews Without Burning Out Your Team

You can't personally reply to every review across hundreds of locations — and you shouldn't try. **Split the work: let templates handle the easy stuff, and let real people handle anything sensitive.**

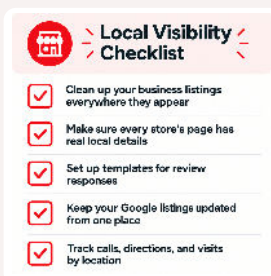
6



Turning Search Visibility Into Foot Traffic

Getting found online only matters if it leads somewhere — a phone call, a visit, a booking. Think of it as a path: **learn → compare → visit.**

7



Quick-Start Checklist

A short, visual to-do list the reader can act on immediately, **no explanation needed.**