PRACTICAL SEO

Vol. 6

Creating Effective Location-Specific Pages

Welcome to our SEO guidebook series tailored for community banks.

We've worked with marketing experts and long-established search specialists to develop custom guidance to help community banks succeed in our specialized industry.

Our biggest goal was to fine-tune the most important parts of a basic program that allows you to implement the most crucial tactics first and start seeing gains fast.

We understand that SEO can seem complex, especially if you're not a tech expert. Don't worry - we've designed this guidebook series to be easy to understand and implement, even for those with no prior SEO experience.

The series is organized into short guidebooks that allow you to use as needed and at your own pace.

The goal is to help you improve your community bank's online visibility without overwhelming you with technical jargon or long processes.

We'll even show you how to set up some simple tracking reports that allow you to show the results of your work.

And through it all, you'll learn that search engine optimization is simply an iterative process that you or multiple teammates can work through together.

✳ The Power of Going Hyperlocal.

Community banks thrive on local connections. Just as your customers turn to neighborhood Facebook groups, Patch.com, or the local radio station for news, they should see your branch pages as the go-to source for local financial information such as rates or services.

Location-specific pages also become your bank's digital storefront in every neighborhood you serve. By creating unique, hyperlocal content for each branch, you can improve visibility in very specific local searches, showcase your deep community involvement, and address the unique financial needs of each area you serve.

Search engines reward hyperlocal web pages. You might find that a combination of great content and community desire make some branch pages show above other pages on your website. That's fine because the goal is to bring people to the website. Not everyone enters or should enter through the home page.
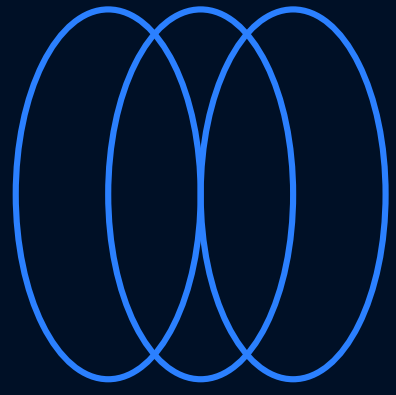
Essential Elements of Location Pages

Every branch page should include these five elements:

#1 Address, Phone Number, and Hours

#2 Available Services *(especially if they differ between locations)*

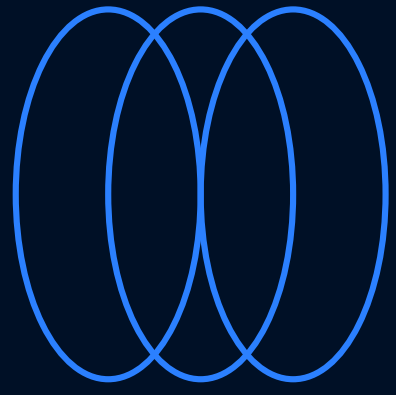**#3** Directions and Parking Information

#4 Staff Profiles

#5 Community Involvement Highlights

Creating Hyperlocal Content

Transform each branch page into a hyperlocal financial hub by adding:

Local Financial Insights

- Updates on local economic trends (e.g., housing market shifts, new business developments)
- Analysis of how regional events impact local finances

Community Engagement

- Information on branch-specific events or workshops
- Highlights of local organizations supported by your branch
- Stories of staff volunteer activities in the community

Customer Spotlights

- Success stories of actual local customers or businesses
- How your branch has contributed to neighborhood growth - Get specific, as the authentic stories are what truly connects your bank in ways the big banks cannot

Tailored Financial Advice

- Tips addressing unique local needs (e.g., saving for flood insurance in coastal areas)
- Guidance relevant to prominent local industries
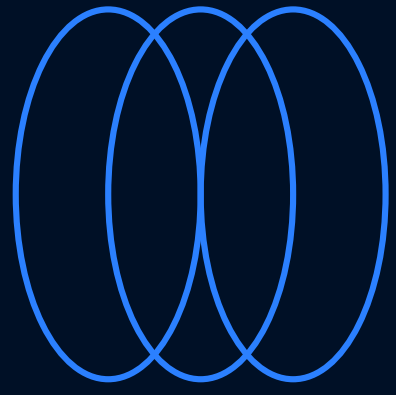
Optimizing for Hyperlocal Search

You'll enhance a branch page's search visibility by using lessons we have already shared, but it's important to consider each branch as a unique opportunity.

Branch specific pages on your website should include neighborhood names, local landmarks, and community events. Mention nearby businesses--especially those you partner with--or organizations you might work with.

Like all your website pages, each branch page would benefit from fresh content updated regularly with timely, local information. Search engines like Google reward recent content. Don't forget to add updated photos of the bank's associates who will be helping customers or any new local testimonials or reviews you've received.

**Creating Effective
Location-Specific Pages**

✳ Checklist ✳

Double Check The Essentials

Add Local Financial Insights,
Community Engagement,
Customer Spotlights, and
Tailored Financial Advice

Optimize Branch Specific Pages

Leveraging Local Data and Statistics

Neighborhood statistics and financial data make creating content even easier. Consider using local economic indicators such as unemployment rates or cost of living changes, housing market data, even demographic information published regularly by the government.

This data provides context for your financial services and demonstrates your understanding of the local market. You'll be informing your website visitors while signaling to search engines that your content is truly location specific. You might even find that you draw visitors to your website who are looking for that level of local information—a great impression to make on a potential future customer.

By treating each branch page like a hyperlocal financial news source, you'll create valuable resources for your communities and improve your visibility in local search results. Remember, the goal is to make each branch page a true reflection of your bank's presence in that specific community, providing unique value to local customers and search engines alike.

Regular updates with fresh, relevant local content will keep both your customers and search engines coming back, cementing your position as a key part of the local financial landscape.

communitybank.com/southwest

communitybank.com/central

communitybank.com/northside
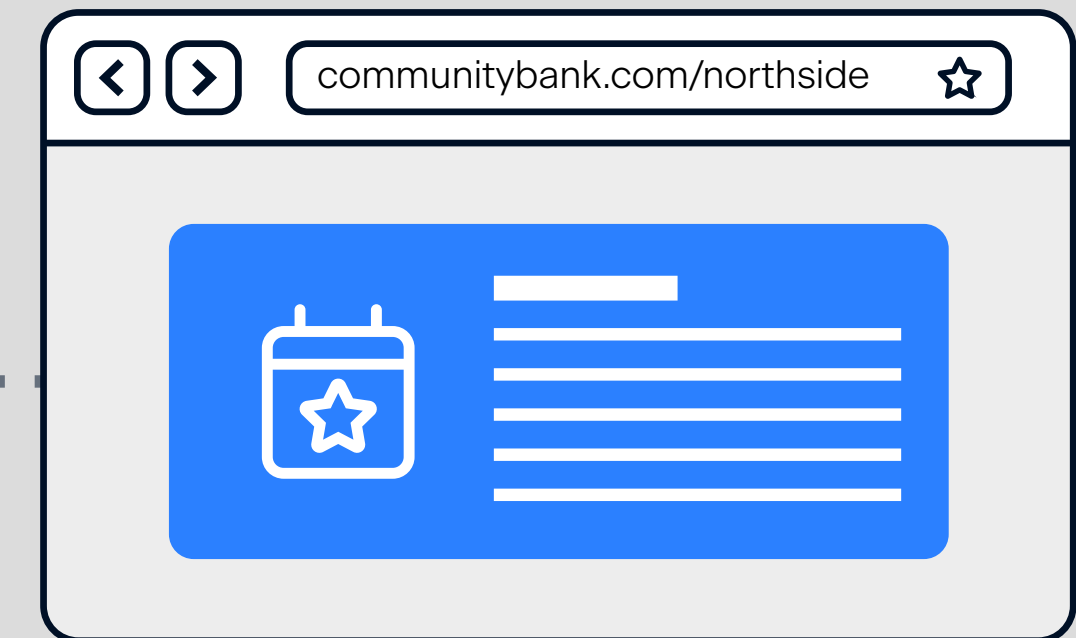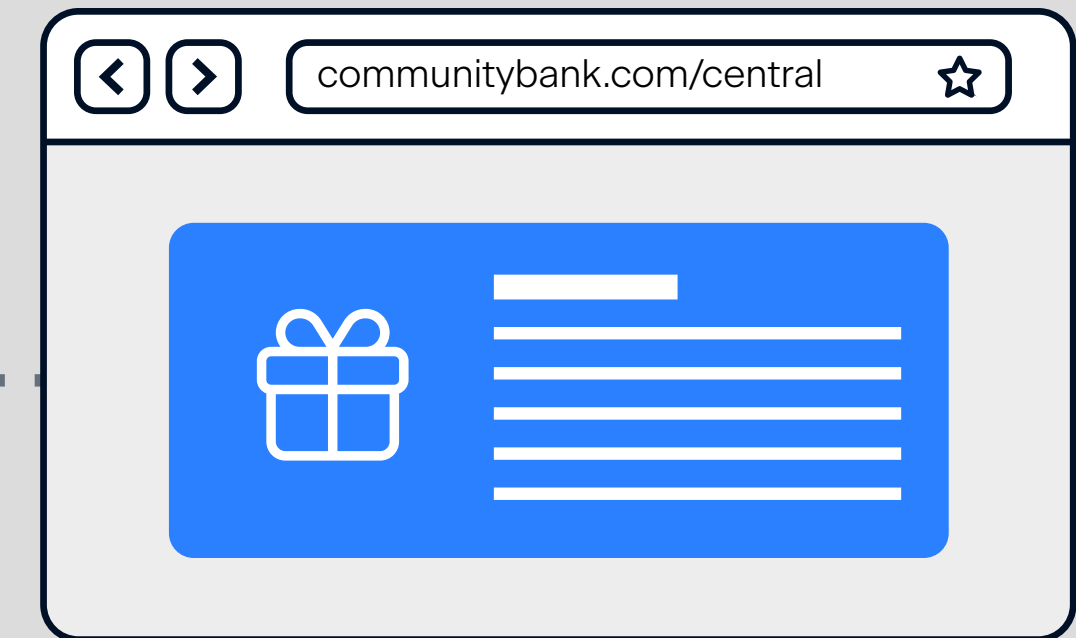
For the complete Practical SEO Guidebook Series,
or to learn more about how to help your
community bank flourish, visit:

icba.org/mrc