

Phillips MediaSource E-Newsletter

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BLOG CONTENT VERSUS LOCAL SEARCH

Here are Some Tips for Writing Your Blog for Local Search.

Use your unique community insights, as well as your networks when writing your blog.

Identify **Local Search** Queries

See what local keyword queries are driving traffic to your site and how those queries deliver value to your business.

Associate with Your Local in Posts

Think of your keyword strategy as a way to reinforce a theme that connects your products and services to the city or region you serve.

Feature Subject Matter Experts

For example, contentmarketinginstitute.com/2013/08/tips-tailor-blog-content-local-search/

Leverage with **Social Media**

Promoting blog posts on Facebook and Twitter gives your local content the opportunity to be exposed to the extended network of your clients and customers. Plus, it reinforces your business and brand's authority and relevance.

It's Not All About **SEO**

Make sure you write blog content that keeps potential customers engaged and returning to your site. Use your blog to connect. Nurture your audience.

FEATURED CLIENT



The Nacogdoches community has deep roots. Nacogdoches fosters a connectedness among people that is rare today, including partnerships across the city and individuals work together to keep **Texas' oldest town** one of its most admired.

Texas' first town has a rich history, including:

First Ceiling Fans In a downtown drugstore.

First Oil Well Drilled in 1866.

First Two-Story Building Old Stone House, circa 1779.

First Newspaper Set type in 1813.

First Wine Cellar Found in the Sterne-Hoya Home.

First District Court Session Held in the Old Stone Fort.

Whether you're walking into a local restaurant, one of our charming shops or stopping to ask directions, everyone you meet in Nacogdoches is so inviting, you'll feel at home no matter where you go.



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