

What Changes to Local SEO Are Coming in 2023 and How to Adapt

16/05/23, Charlotte, North Carolina - Local search engine optimization (SEO) is crucial for businesses to attract and retain customers.



Sheridan, Wyoming May 16, 2023 ([Issuewire.com](https://www.issuewire.com)) - As we approach 2023, it's important for businesses to stay ahead of the curve and be aware of the upcoming changes to local SEO. In this press release, we'll take a look at some of the changes that are expected to occur in 2023 and how businesses can adapt to them.

Digital Guider [Charlotte SEO Company](#) Launches our Local SEO Service in Charlotte and all over the US. we understand that every business is unique, and we will work closely with you to create a Local SEO strategy that meets your specific needs and goals.

Here are some of the changes to local SEO that businesses can expect in 2023:

- **The increasing importance of voice search:** Voice search is rapidly becoming more popular, with over 50% of US households expected to own smart speaker devices by 2022. This means that businesses need to optimize their websites for voice search by using conversational language and long-tail keywords that are more likely to be used in voice search queries.
- **The rise of visual search:** Visual search is becoming more accurate and popular, and businesses need to optimize their images and metadata to rank better in visual search results. This includes using high-quality images and ensuring that they are mobile-friendly.
- **The growing importance of Google My Business (GMB):** Google My Business has become one of the most significant factors in local SEO in recent years, and Google is investing heavily

in improving it. Businesses must ensure that their GMB listings are complete and up-to-date, including accurate business information, images, and reviews.

- **The rise of video content:** Video content is becoming increasingly popular, and Google is placing more emphasis on it in its search results. Businesses can use video content to enhance their local SEO by showcasing products and services, creating educational videos, and leveraging video reviews. They should optimize their video content for SEO by using descriptive titles and captions, including transcripts, and embedding videos on their websites.
- **The growing importance of local link building:** Link building has traditionally been focused on building links from authoritative websites, but in [Local SEO](#), the focus is on building links from local websites. This means that businesses should focus on building relationships with other local businesses, sponsoring local events, and getting involved in the community. By creating links from local websites, businesses can improve their local SEO and attract more local customers.

So, how can businesses adapt to these changes in local SEO? Here are some tips:

- Optimize your website for voice search by using conversational language and long-tail keywords.
- Optimize your images and metadata for visual search by using high-quality images and ensuring that they are mobile-friendly.
- Ensure that your Google My Business listing is complete and up-to-date, including accurate business information, images, and reviews.
- Use video content to enhance your local SEO by showcasing products and services, creating educational videos, and leveraging video reviews. Optimize your video content for SEO by using descriptive titles and captions, including transcripts, and embedding videos on your website.
- Focus on local link-building by building relationships with other local businesses, sponsoring local events, and getting involved in the community.

At **[Digital Guider]**, we specialize in local SEO optimization for small and large-sized businesses. Our team of experts can help businesses stay ahead of the competition by adapting to the latest trends in local SEO. [Charlotte Local SEO Services](#) offers a range of services, including voice search optimization, visual search optimization, GMB optimization, video content creation, and local link building, to help businesses improve their local SEO and attract more local customers. **Contact us today** to learn more about how we can help your business adapt to the changes in local SEO in 2023 and beyond.

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