

Local Search Using Phone Numbers

The use of telephone numbers to increase organic rankings in search engines is a technique that is being increasingly implemented.

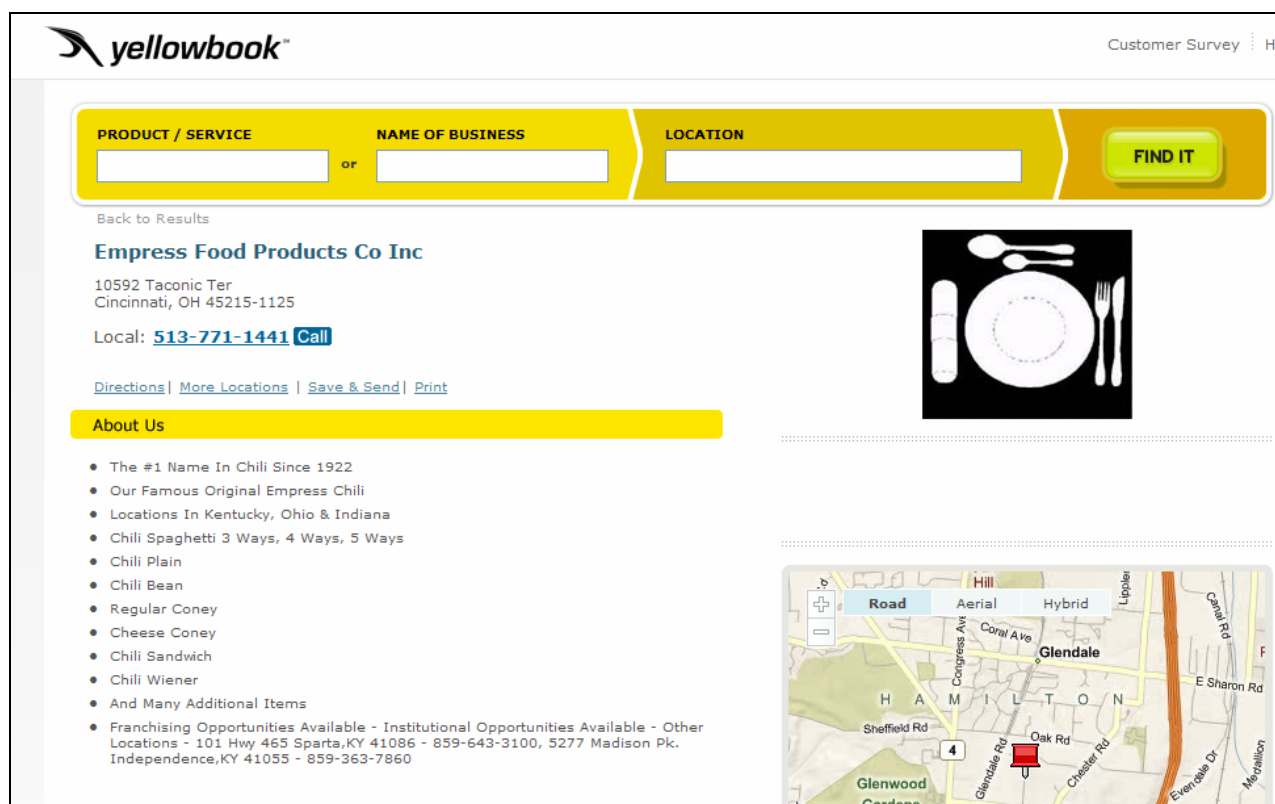
SearchForecast suggests that the phone number is placed on a webpages in the following locations:

1. Title, Description and Keyword Meta Tag
2. Within the Website Address
3. Within the body copy of the web-page

An example of using the phone number, including the area code, is detailed below on Yellowbook.com for the Empress Food Products page at <http://www.yellowbook.com/5137711441/empress/> where the phone number is 513-771-1441.

SearchForecast suggests that best practice here to include the “business name”, “city” and “state” in the URL as well as the phone number so the URL would be as follows:

<http://www.yellowbook.com/Empress-Food-Products/Cincinnati-Ohio/Telephone-5137711441>



The screenshot shows a Yellowbook.com search result for "Empress Food Products Co Inc". At the top, there is a search bar with fields for "PRODUCT / SERVICE", "NAME OF BUSINESS", and "LOCATION", along with a "FIND IT" button. Below the search bar, the business name "Empress Food Products Co Inc" is displayed, followed by the address "10592 Taconic Ter, Cincinnati, OH 45215-1125" and the phone number "Local: 513-771-1441" with a "Call" button. There are links for "Directions", "More Locations", "Save & Send", and "Print". A section titled "About Us" contains a bulleted list of menu items and franchising information. To the right of the text is an image of a plate and silverware, and below that is a map showing the location in Glendale, Ohio, with a red pin on the map.

Source: <http://www.yellowbook.com/5137711441/empress/>

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