

LOCAL SEO AND CALL TRACKING GUIDE



telmetrics[®]

PROTECTING NAP AND LOCAL SEO

Concerns over preserving NAP (name, address, phone) consistency on listings for SEO purposes can be a thing of the past with Dynamic Number Insertion (DNI) and the correct implementation of call tracking.

We bring 25 years of innovation, knowledge, and experience to create the best solutions for your needs. We've invested resources into testing the efficacy of call tracking with DNI as a strategy that won't impact SEO.

You can be confident that call tracking will deliver accurate attribution without affecting with your SEO if you follow these two steps:

1 SETTING IT UP

The first step is to set up a main line that has call tracking enabled and is hard-coded to your website. If you don't want to change your current number, we can easily port your existing number.

2 SESSION-BASED TRACKING

The second step is to use DNI with a number pool that is session-based. This will insert tracking numbers on ads, social media and all your marketing campaigns. Create rules for DNI, ensuring that Google organic traffic sees the hard-coded number on the site.

You maintain clean and consistent NAP and still retain the ability to benefit from all of the rich insights and data that call tracking offers.

DON'T FORGET

- Citations which include a consistent NAP are very important for local SEO. Yet, marketing and SEO teams should focus on the 200+ other factors that Google looks for when ranking sites.
- Consider all sources of traffic that will drive phone calls and ensure DNI is setup for them.
- Choose call tracking solutions that allow you to track post-call activity.
- We will help determine the number of lines needed and the rules for integrating with your campaigns.



In this guide, we will tell you how DNI technology protects your SEO rankings.

SAFE CALL TRACKING

Call tracking and the rich insights it offers are not at odds with SEO and NAP (name, address, phone) consistency. Implementing a smart call tracking strategy will not hurt your SEO, if you follow our simple guidelines.

We have established protocols to help clients maximize both of these opportunities simultaneously with no negative side effects.

TO START, LET'S ESTABLISH THE BASIS FOR CONCERN

Google counts citations as part of their ranking signals. In simple terms, a citation is an 'online reference' where your name, address and phone number (NAP) are listed online.

Search engines such as Google are looking for consistency in NAP information to properly credit your site with that citation.

While citations are important and so is NAP consistency, it is not the only ranking factor and there are ways you can excel in the 200+ ranking factors and not harm your local listings.

We've taken it a step further than just saying focus on the other factors, and have outlined exactly how you should implement your call tracking numbers (CTN) to protect SEO.



WHAT YOU CAN TRACK WITH A CTN?

All calls that originate from an ad, listing, website, social post, email marketing or printed materials can be tracked.

Embarking on a robust call tracking strategy is really the only way to get a true ROI picture for all your marketing campaigns, both paid and organic. Many companies are missing the opportunity to track data from all campaigns because they are concerned that using call tracking may negatively affect NAP consistency. By not fully tracking all responses, marketers can still glean data, but are working with a gaping black hole that prevents them from seeing the actual campaign performance.

Now that the scenario has been established, let's explore how you can maintain your SEO integrity and also get complete visibility into the key data that directly impacts your bottom line.

If your online presence is far reaching, there is a very strong possibility that you are receiving phone calls from your paid ads, social media, your site, or various local directories.

To properly set things up, you start with your main CTN. Your main CTN is used as your primary contact number on your site. This number works like any other phone number except it tracks calls, reduces fraudulent and spam calls, offers call recording and lead scoring, as well as lead segmentation. These powerful features provide comprehensive data to attribute campaign success per tactic.

Some panic ensues when your marketing team thinks about all of the sales collateral, online listings, signature files, and more that need to be changed to reflect your new CTN. If this causes you some anxiety, you could also retain your existing number and use number porting to turn it into the supercharged tracking line you need.

If you decide to port your current number, you will need to provision a new phone line to use. If you proceed with a new local number as your tracking number and main line, it's best to add your existing phone number as a secondary number on your citations, especially Google My Business.

Next, you set up a number pool for the site and use Dynamic Number Insertion (DNI) to insert these numbers for enhanced call tracking.



HOW DNI WORKS

The simplest explanation is that session-based DNI ties all of the information about visitor activity on your site to the actual phone call, giving you more data and insight into your campaign success.

Session-based DNI works by using a pool of numbers that are inserted in place of a hard-coded phone number. When search engines visit your site and listings, they see a hard-coded number, however, the visitors will see the dynamically inserted number. This number will reveal the originating source of the phone lead and the rules you define for DNI. Telmetrics works with you to set all that up – allowing you to track campaign success without any concern for search engines and your rankings.

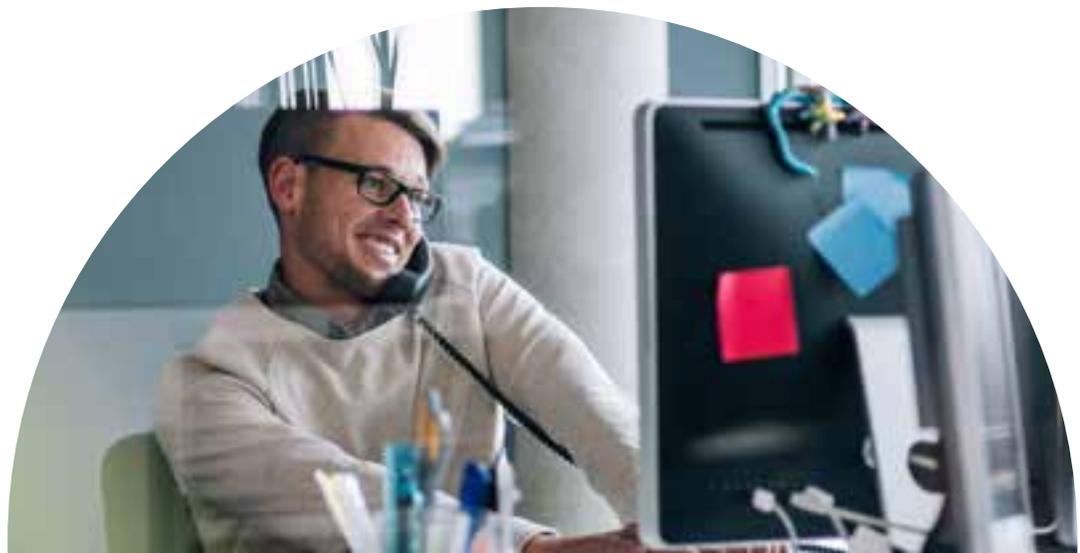
With dynamically inserted numbers, we see a 37% lift in leads attributed to ad campaigns

In addition to these robust features, you also get insightful data on the referring source, pages visited, specific keywords that drove the traffic, and more. If you are using DNI with a paid ad campaign, you will be able to tie converting calls back to keywords, ad groups, or 'branded' calls vs. unbranded.

By having access to this information, marketers can have complete transparency around ad performance and can determine which levers to adjust to improve it. In fact, with dynamically inserted numbers, we see a 37% lift in leads attributed to ad campaigns.

We can help determine how many lines you need in your DNI pool and help you set up the dynamic number insertion rules based on your specific requirements. We'll also help you determine which traffic sources should see the main CTN versus dynamic numbers.

Remember, Google is sensitive to anything that looks like a bait and switch, so make sure you have your main call tracking line hard coded into your site and visible to your organic visitors. You will know, by default, that all calls coming to the main CTN are organic visitors and, because it's a tracking line, you will be provided with rich, robust data.



SEARCH ENGINE 101

Our code is consistent with Google's best practices, and our in-house SEO team stays current – to the minute – on news and updates. Our product team is guided by the most up-to-date information and is ready to assist with any implementation.

If SEO is a concern for you, here are some factors you should keep in mind to maximize your results:

- **LINK PROFILE**

A link profile is the makeup of links directing to your site. Google favors links from a variety of sites as well as high-authority sites.

- **KEYWORDS**

Keywords and phrases that make it possible for people to find your site through search engines. Ensure all your keywords are relevant.

- **CITATIONS**

A citation is an online reference to your business' name, address and phone number (NAP). Google uses citations when evaluating the online authority of your business.

- **CLICK-THROUGH RATES (CTR)**

CTR is the number of clicks that your ad receives divided by the number of times your ad is shown.

- **REVIEWS**

Review scores are an important signal for Google. A Google My Business listing is now essential for local search. It's one of the best things you can do to improve local SEO visibility.

- **SOCIAL SIGNALS**

Pay attention to likes, shares, votes, pins, or views people place on Facebook, Twitter, LinkedIn or other social media sites that filter out to the various search engines.

- **ON-PAGE OPTIMIZATION**

Make all the changes you can directly within your website in order to improve its position in the search rankings. Measure to optimize the content or improve your meta tags.





NO OTHER COMPANY KNOWS CALL TRACKING BETTER.

Telmetrics is a trusted call analytics and attribution technology leader. Innovating for 25 years, we help digital marketers make the most of phone calls as a cross-media advertising performance metric through scalable, quality call attribution innovations.

We offer the most advanced DNI solutions without burdening your IT team. Telmetrics handles everything from strategy to execution.

SEE AN IMMEDIATE LIFT IN MEASURABLE ROI

Mapping offline phone leads back to the originating online ad campaign or marketing initiative generates valuable lead attribution insights. This step helps marketers connect online performance metrics with offline engagement points for optimized digital campaigns and stronger proof of performance. Telmetrics' advanced call attribution solutions focus on improving marketers' call tracking success. We help you capture a more comprehensive picture of campaign results across a variety of attribution scenarios and use the resulting call analytics to improve campaigns and overall lead generation quality.



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