

Google Pigeon: Why This Local Bird Should Majorly Impact Your Marketing

If you work with SEO, you may feel like "Keeping up with the Joneses" or "Keeping up with the Kardashians" is old news in comparison with "Keeping up with the Google Algorithms." Pardon my humor, but making sure your SEO content is up to par and working properly with a constantly shifting environment can seem like a full-time job.

Pardon my humor, but making sure your SEO content is up to par and working properly with a constantly shifting environment can seem like a full-time job.

Google [Pigeon](#) rolled out in 2014 and, it's true, local searching hasn't been the same since.

As the leader of a top Sydney SEO agency, [SEO North Sydney](#), I am well aware that keeping up with these changes can make or break businesses as far as ensuring that content reaches the intended audience goes.

What is Google Pigeon?

Google Pigeon was an update to Google's algorithm system that occurred in 2014, which is pretty common knowledge. I want to go beyond that, though, and talk about what we need to do with our SEO to help customers find us whenever they conduct a search.

Algorithms were created to help business owners and customers alike. As of 2015 (the new numbers for 2016 aren't in just yet!), there were over [800 million active websites](#) on the internet.

As you can imagine, not all of those websites are legitimate. Some are spam, others contain malicious services, and some contain the right information but are defunct and outdated.

Thankfully, Google knows this and Google Pigeon, as with all of the algorithms, was put into place to ensure that the information a user sees after they complete a search (say "Sydney Dentist") contains the best and most relevant results.

Though each change requires businesses to adapt their SEO, Google Pigeon is just another opportunity to grow your business through taking advantage of improved SEO techniques.

Local searching and Google Pigeon

In 2014, the same year Google Pigeon made her grand entrance, "near me" were on the precipice of a massive boom.

From 2014 to 2015, these "near me" searches [nearly doubled](#) in their rate of occurrence. Why? Users have started to understand the utility provided by search engines, and Google has stepped up to match those expectations.

While on the go, users are able to complete quick searches to find the best restaurants "near me" or find the closest pharmacy "near me"— all through the use of ever developing, and constantly monitoring, [GPS systems](#) built into every smartphone.

The incredible Google Pigeon algorithm even incorporates "[local terminology](#)" into its searches, linking it to the location's real name on the map. So, instead of having to find the map-name of a neighborhood, a search for "Downtown Coffee" will still bring up the same results.

As a result, Google Pigeon optimized the way the internet giant weeded out information and ranks it in order of relevance to create an entirely new level of search sophistication.

How you can help customers find you using Google Pigeon

Claim your location

A major part of Google Pigeon is the shift towards ranking businesses that list a physical address. In the past, many businesses usurped this process by paying to have a

In the past, many businesses usurped this process by paying to have a [fake physical address](#) and phone number just to increase the chance of the business appearing higher in Google search rankings.

Though Google Pigeon has allowed businesses that fall outside of city limits to begin ranking, it has come down hard on businesses that lack a real or claimed location.

To claim your location on Google, you will need to create (or access) the Google My Business account linked to your listed address. From there, you will be able to change and verify the information that appears for your business. It really couldn't get simpler than that!

Use your social media to lead people to Google Plus and Yelp reviews to get new ones added

As a SEO specialist, I know firsthand the power of social media and human-to-human interaction when it comes to growing a business and getting the word out.

This is no different with Google as a result of the Pigeon update. The Google Pigeon Algorithm responds well to businesses that have Google Plus and Yelp reviews.

If you are able to get a stable influx of new reviews on both Google Plus and Yelp, the algorithm will have an easier time verifying your business to recommend it to users who are conducting a search.

Additionally, as a quick "pro-tip," you will want to use your social media presence to curate as much conversation between you and your audience as possible. As we know, the interactions stemming from [social media accounts](#) can help businesses grow their sales.

Include photos of your business that are high quality

Since Google Pigeon is shifting towards ranking businesses that are well-verified online, through real addresses and reviews, one way to gather a higher ranking is to update your business with high-quality photos.

Not only can these photos add a great touch to your social media accounts, but it will also add to your credibility on Google Pigeon. When potential customers conduct a search for "Sydney Facial Spa," a company with great reviews, a verified address, *and* great photos for users to scroll through is more likely to be ranked than others lacking these details.

Making the most of Google Pigeon with SEO North Sydney

SEO North Sydney [understands the importance of providing quality SEO content to our customers— I](#) know businesses rely on getting out there and touching base with their own clients.

That's why I've also made sure to run an active blog full of topics that can help you change your understanding of the business world in North Sydney and all over the country. SEO North Sydney is here to help you across a variety of formats and platforms— [have a read!](#)

SEO North Sydney can take the work out of understanding algorithm updates and figuring out how to change your SEO to turn these changes into a competitive edge.

If you'd like to talk about how quality SEO can change the way your business runs, please contact me.