

Determine the Geo-Targeting Strategy That's Best For Your Business: [a Checklist]



You've learned about the two main geo-targeting strategies—national vs. local—and their respective pros and cons. But how does it all balance out to determine what mix of the two is right for you? The answer is, it depends. Below is a checklist of all the variables along to determine exactly which strategy fits your digital marketing needs.

BUSINESS MODEL

- Is your business very geographically dependent? **YES = 2 POINTS** **NO = -5 POINTS**
- Can you be more specific?*
- Does your business cycle with the weather? **1 POINT**
- Does your business generate leads for local contractors? **1 POINT**

SIZE OF PROGRAM

- Is your current program stable and mature? **YES = 1 POINT** **NO = -1 POINT**
- Do you have “a lot” of keywords? **YES = -2 POINTS** **NO = 1 POINT**
- In your estimation, do you have the impressions traffic to warrant so many keywords? **YES = 1 POINT** **NO = -2 POINTS**
- If you don't have an estimation:*
- Does more than half your traffic come via long-tail, low volume keywords? **YES = -2 POINTS** **NO = 1 POINT**

LEVEL OF AUTOMATION

- Do you already have a way to automatically handle bid optimization by location? **YES = -2 POINTS** **NO = 2 POINTS**
- Do you bid your keywords manually or do you have a bid management platform that can accommodate scale? **Manually = -3 POINTS** **Machine = 2 POINTS**

RESOURCE CONSTRAINTS

Do you have an SEM team or a dedicated SEM manager who could build out and maintain a locally targeted program?

YES = 2 POINTS

NO = -3 POINTS

BUDGET CONSTRAINTS

Is your budget fixed with no chance of alteration or fluid based on opportunity?

FIXED = -2 POINTS

FLUID = 2 POINTS

TOTAL POINTS:

FINAL SCORING

Tally up your score and sprinkle in a few grains of salt and you have your bona-fide, tried-and-true, and deeply satisfying answer. If the sum is positive, you're a match for local targeting. If it's negative, national targeting is what's ripe for you.

> 10	5 - 10	1 - 5	0 - -5	-5 - -10	< -10
Local targeting	Local targeting, but consult another source	Consult many sources	Definitely pseudoscience	Comfortably negative enough to go national	National targeting