

Cómo Tener el Mejor SEO Local en Tu Web y Disparar tu Ventas

Transcribed by [TurboScribe.ai](#). [Go Unlimited](#) to remove this message.

[Speaker 1] (0:00 - 0:08)

How much can it cost to make SEO local to a business? But I saw it the other day and I said, I don't give a shit. In addition, Google does the work for you.

[Speaker 2] (0:08 - 0:12)

And it works very well because it helps you position yourself and say what you want.

[Speaker 1] (0:12 - 0:23)

Yes, but it's unfair. How? If Google were like in the United States ...

In fact, there are many people benefiting from SEO local who do not know that they are doing SEO local. That's luck.

[Speaker 2] (0:23 - 0:25)

It's a new initiative and you go up again.

[Speaker 1] (0:26 - 0:45)

My friend, you are out of the loop. In other words, regardless of the conditions. If you have a main one and you have a secondary one, the main one is more than the secondary one.

By the crushing logic, right? I want to say that it is the most overrated factor of SEO local. They are different.

Of the SEO things that most businesses report. I mean, more directly. If you work that part, you become the king of the map.

[Speaker 2] (0:47 - 0:51)

What is working, you already know how it is going to work in a few months, right?

[Speaker 1] (0:51 - 1:34)

The bullying is fine. Google is not that smart. Welcome to a new episode in the LMV podcast.

And today, as always, Alex Novoa is here with me. How are you, Alex? I missed you, really.

Did you miss me? Yes, yes. Today comes a super top and very special episode that they had asked us and we really wanted to record, right?

Yes, indeed. What is the episode going to be about? Well, about SEO local, in principle.

Then we'll see where it comes from, but yes, yes. We are going to talk about SEO local and for this we have brought two of the greatest experts, or at least here in this podcast and in WebPositor we consider two of the SEO local referents. Sergio, Laura, introduce each one of you briefly so that they know you.

[Speaker 2] (1:35 - 1:47)

Well, I am Laura Alfonso, I am a SEO local consultant and then I am also in-house in Telefónica. For a few years now, we have been dedicating ourselves to positioning physical establishments.

[Speaker 1] (1:47 - 2:20)

Very cool. Well, I am Sergio Somoza and I don't like to be called an expert. I like to say that I have the baldy ass to do SEO local.

It seems to me much more trustworthy, much more real. And well, I have my company of home services that is mainly nourished from SEO local. I have clients who live from SEO local.

And now, recently, we are developing a SaaS of SEO local analytics. So, basically, I don't take my feet off the ground. Come on, you're doing SEO local all day.

Well, that, the baldy ass. Luis Villarroba.

[Speaker 2] (2:21 - 2:21)

Alex Lobo.

[Speaker 1] (2:38 - 2:47)

And today we are going to talk about a lot of things in SEO local. And the first one I want to talk about, and the first question that we have here written down that many people ask themselves is that SEO local is only for small companies?

[Speaker 2] (2:48 - 3:53)

Well, the truth is that no. The truth is that it is true that small companies, thanks to SEO local, can have internet visibility in a simple way that otherwise they would not have it. So, it is true that for them it is an essential tool.

Then we have medium and large companies where it is true that apart from SEO local,

they have what is SEO organic. So, they have many other tools to have visibility. So, maybe that's why it is thought that SEO local is for small companies.

But maybe small companies are the only thing they have. But medium and large companies, of course, also have to work in SEO local, especially if they have different offices, different headquarters. And then, we are also in a context where large companies are working on their physical presence to have that one-to-one contact with the client.

We are talking about companies like, for example, Amazon, which is also developing its physical locations. So, of course, SEO local is for both small companies and medium and large companies.

[Speaker 1] (3:54 - 4:50)

Great. Let's see, here there is a fallacy and a conceptual error, I think, quite large. And it is the fact that it associates local business, which are the ones that can be used mainly in SEO local, with small businesses.

Can there be a certain correlation? Yes, but it has nothing to do with the size of the company. It can be a huge company with a brutal billing and be local.

In fact, it can be a national-level company and be local. What happens is that it has provincial headquarters. Can those companies benefit from SEO local?

Totally. In fact, they are the ones that can get the most out of SEO local. So, to your question, no, it is not only for small companies.

And is it true that SEO local, within the world of SEO, or what an SEO strategy encompasses, tends to be a bit muddled? Muddled is the word. Yes, it is true.

Really? Me too. Yes?

I see it, I mean, it seems to me like a very cool part of the SEO company.

[Speaker 2] (4:50 - 4:52)

If you don't know much, ask for SEO local.

[Speaker 1] (4:52 - 4:53)

Of course, you are an advanced.

[Speaker 2] (4:53 - 4:54)

No, no.

[Speaker 1] (4:55 - 5:18)

You see how it works. But they are really muddled. What people usually think is that SEO local is completing the file as if it were a rental form.

Okay, okay, okay. You put all the data that the file asks for and that is doing SEO local. And nothing further from reality.

There is a separate algorithm, which is Google Maps, that you can optimize to gain popularity, gain visibility, and there are many factors to take into account. Muddled is fine.

[Speaker 2] (5:19 - 5:26)

This is what Lu hates. The SEO local consultants have their checklist. Ah, well, he has already put the category, I don't know.

[Speaker 1] (5:26 - 5:26)

Yes, yes.

[Speaker 2] (5:26 - 5:27)

He has already done SEO local.

[Speaker 1] (5:28 - 5:50)

He has done many things. Well, it is also true that it is silly because it is one of the SEO things that most businesses report. I mean, more directly.

That people are then throwing the roll, saying, like, technicalities of canonicalizations, that it was the budget, and you start doing those shits, which then you practically don't notice much, unless it is a very specific project. And then you see that kind of thing like SEO local, that there are customers who are making a lot of money with that. A lot.

[Speaker 2] (5:51 - 6:18)

And it is that you can very easily demonstrate the direct relationship that they have in that money. Right. Because you are already demonstrating the number of calls you get, the number of visits you have to the website, the number of people who, in the end, thanks to a publication, have accessed the website, and from there, how many have contacted, how many people have managed the issue of fixing visits, reservations, that is, you can see very easily the relationship and the contribution to the business.

[Speaker 1] (6:18 - 7:55)

And well, nowadays, for example, that you have seen, that you have carried, how much

can SEO local make in a business? That you have worked and seen. There is a very wide range.

But I'm talking about ... Thanks to SEO local. Thanks to SEO local.

Exclusively SEO local, separate from ELSEO, separate from other channels, etc. Yes. I already tell you, I have a company that invoices thanks to SEO local, and we are talking about ...

Some. Of course, these are data that I never know to what extent you can give. Of course.

But, let's see, there is chicken, okay? There is bread and butter. Yes, yes, yes.

In addition, there is bread and butter precisely because the searches of SEO local are searches that are implicitly transactional. Of course. Nice, nice.

We say that when someone looks for a dentist, it is because they need a dentist. Nobody gets bored at home and says, Hey, what am I doing this late? I'm going to look for a dentist.

Let's see what Google says. No, you look for it when you have a toothache and you are willing to pay because they solve the problem for you. That implicit transactionality of the intention of local searches is what makes there is good bread and butter.

And it works. In addition, the work is done by Google. Because in the other SEO, in the traditional one, I don't know how to say it so as not to denigrate it from the SEO local part, okay?

But from the traditional SEO, you have to worry about the intention of transactional search, informational and so on. Here, Google does the work for you. If Local Pack comes out, there is money.

Yeah, yeah. I mean, that's the first tip you can give us, that if Local Pack comes out, there is money.

[Speaker 2] (7:55 - 7:55)

Yes.

[Speaker 1] (7:56 - 7:57)

Write it down.

[Speaker 2] (7:58 - 8:20)

Well, the truth is that you are lucky. Don't get caught up in that. I don't have...

I want to come with you. So, in my case, they are not millions, but I do have other clients who say, hey, don't think I want to do much more because the invoicing is already increasing so much that they have been doing it for a long time. So...

[Speaker 1] (8:20 - 8:21)

Oh, shit.

[Speaker 2] (8:22 - 8:31)

So I say, it's okay to keep this income, but I don't feel like investing more in links either. I don't feel like it. With what I have, it's enough.

[Speaker 1] (8:31 - 8:31)

How good.

[Speaker 2] (8:32 - 9:14)

And then, yes, what we also see is that in large companies, as we talked about at the beginning, that there may be millions at stake, there the question is the attribution model. Because in the end, there I do realize, in large companies, where there are those responsible for the online channel. Yes.

Or there are those responsible for stores. It's just that what I want is to sell on my online channel and I don't want to sell it to the store. And the store says, hey, but I want them to come here, so I don't want to derive from them.

And then there begins to be a certain conflict. So, who are these sales from? Who are they?

Is it from a store, or is it from SeoLocal, or is it from SeoOrganico? So, well, there each one takes ...

[Speaker 1] (9:14 - 9:16)

The typical battle of attribution.

[Speaker 2] (9:16 - 9:28)

The battle of attribution and each one takes it. But it is true that now it can be measured perfectly, how we are deriving that traffic to the web. And in the end, in multinationals, we are also deriving that traffic.

[Speaker 1] (9:29 - 10:41)

How cool. And then, apart from the script, I was thinking now, that also a very good thing

about SeoLocal is that I think ... I mean, correct me if I'm wrong, but you are not very affected by the changes that occur in the module servers, because it always prioritizes you a bit.

You will always be at the top. I mean, it blows us away that suddenly modules start to enter to death. We are going to remove the one from SeoLocal, but in the end, as Google does not stop changing the server, in truth, the SeoLocal, and in fact, when the Azure Generative Experience comes in, I think that the SeoLocal will be practically the same, I mean, it will be cool and we are going to be screwed.

No, you have to change the SeoLocal, man. You have to start ... That's why this podcast, right?

I don't know. I speak from ignorance. You are right.

From ignorance, you are right. That module that goes to hell, that's it. But precisely because of that, it makes money.

You see. Because it is there and it is very prominent. Yes, yes, right.

Fuck. And since we have gone into detail, and this podcast is seen by many people from different areas, what definition would you make of SeoLocal? To put us all in a situation.

I have a business and what definition can we make of SeoLocal? Why do I need SeoLocal? What is SeoLocal?

Go ahead, Laura.

[Speaker 2] (10:42 - 10:55)

Well, it is positioning physical businesses or businesses that go to the client's home, in a physical relationship with the client, to have visibility on the internet to get more business and more clients.

[Speaker 1] (10:56 - 13:44)

Sure. Okay. I'm going to give you one more technique, okay?

They are the actions to give visibility to local business for searches of, watch out, this is where the fun comes, type of business, services, products, and brands that can be marketed. That's where the chicken is. Most people stay in the type of business, which is typical.

I'm looking for a locksmith, I'm looking for a plumber, an electrician, which are the classics. Those are the kings of SeoLocal. But you can position at a local level to change a pipe, or repair a pipe, change a lock, a product, or even vapors, you launch the local

search.

And for third-party brands, even too. Everything that Google understands, which is, I'm willing to move to transact, is a local search. And Google, we know that for search intentions, knows how to interpret that kind of thing.

All that can be SeoLocal. And when should we start working on SeoLocal? Have you already started?

Before the SEO? Before the SEO. You can even do it before the SEO.

Because when you work on SeoLocal, you can work on it from two sides. One in Google Search, in the traditional search engine, with your website, and another in Google Maps with the business card, with the Google Business Profile card. Before the SEO?

The one on the web, I understand. You can. You can have a card and not have a website and benefit from the honey of SeoLocal.

And you make money. And with that, you would invest for the web, etc. For example.

I have a small restaurant, a small physiotherapy clinic. I'm referring to all these people that now, I'm going to set up a business, I'm going to start, I set up a physiotherapy clinic, and I also do it at home, and I have my clinic, but in my clinic, I have a few hours, I can't fill it, but I also move to my home, I set up a restaurant, all these people could benefit from SeoLocal? Yes.

In fact, there are a lot of people benefiting from SeoLocal who don't know what SeoLocal is doing. Now we're going to talk about it, because of the ranking factors, there is one that is popularity, and that is, if you work your business based on improving the experience of your clients, and your goal is the satisfaction of your clients, you are unintentionally making popularity and you rank. In what sense?

Doing that kind of thing. We're already full. The ranking factors.

I'm skipping everything. I've already told you, I have a script here, but I always skip it. And you too, don't laugh.

We don't skip it, but everything is going to be touched. Don't worry. Or if you want, we'll leave it for later, so people can stay, because we're going to touch the ranking factors.

Incredible, you're thinking about everything at the same time. By the way, now that we're doing this, you have to like this episode, and if you're on any podcasting platform...

[Speaker 2] (13:44 - 13:45)

Wait, we haven't taught this.

[Speaker 1] (13:46 - 14:19)

Like, please. I had a question about this first part, which I think is interesting, and it's how we identify, now as consultants, we already know a definition of local SEO, we know the benefits it can report, not only for small companies, but for large companies, we can make millions thanks to local SEO, we also know it, it's possible. But how do we identify a local being, at the level of, okay, I'm going to get inside my business to try to identify where those local consultations are.

How do I do it?

[Speaker 2] (14:19 - 15:50)

Well, a simple way is if it pops up in the local pack. If it pops up in the local pack, you already know that Google, that search, that search, is totally transactional. What happens is that the local pack doesn't always pop up, also depending, for example, on the location.

Maybe a consultation in Madrid can pop up in the local pack, and not in another city. So, you don't have to trust 100% that, hey, since it doesn't pop up in the local pack, then I don't have to attack it with the card. you could attack it because you also have to kind of predict what the behavior Then, there are also navigational searches.

As Sergio was commenting before, in the end, the local SEO is not only to sell your, the type of service that you offer, your business, but also the products and brands that you sell. So, also in front of navigational searches, it can also be very interesting to work on it. And then, we must not forget that the local SEO is not only the local pack, but also the local organic.

So, also working certain content on the website, you know that the website is also advancing, it is another ranking factor, it is also interesting because that helps you to have visibility and it is also interesting, hey, I'm interested in going out not only in the local pack, which is true that it has the highest percentage of clicks, but also being in the local organic is interesting.

[Speaker 1] (15:50 - 19:04)

It's interesting. Well, there are times that identifying the local SEO is not easy at all because there are local SEOs that in turn they are not. Watch out what I just said.

Yes, but you also said that there are local SEOs that appear in a geolocation and not in another. In Madrid, the local pack appears and not in Burgos, for example. Let's go deeper.

We have talked about the local pack, which is the element that appears at the top, the little map with three outstanding results in Mobile 2. We have talked about local organic. Laura has said.

There are SEOs that are purely local. You do a search of a locksmith, wherever you are and you will get the local pack and then an organic that the results of those websites are business websites that are in your area, capital of province or population and you do not get out of there. There are SEOs that are mixed, that you will get the local pack with businesses of the area where you can acquire what you are looking for.

But then, the organic results are not local. A search of this style, for example, could be to buy a MacBook Pro. You get the local pack and it tells you what business.

But then, the rest of the search is online. Why? Because Google, which we have said is an expert in interpreting search intentions, knows that you may be interested in moving to a business to buy the computer but there is also a very high percentage of people who buy online and it gives you the two options.

Sometimes, it even prioritizes the organic results to the local pack and the local pack appears at the bottom. You will like that, because it appears at the bottom. I also think that this fucking shopping and the merch...

Well, he doesn't like the modules. But it gives you one more chance. It is a classic SEO.

I don't like the modules. I don't like the modules. And that is a mixed search.

There can be everything. And then, there are businesses that can start looking for the local and realize that they have an interest in the conventional organic. I work with a team of lawyers that starts working or contacting me about the local because they want to position for lawyers in the capital of province X.

Then they realize that this module is very ambiguous because the one looking for lawyers, for example, can look for a marriage lawyer, a criminal lawyer, a civil lawyer, one specialized in consumption. And they give you leads of dubious quality. They say, I'm not interested here because I'm spending a lot of money and what I'm getting is not cool.

And then, you investigate a little more and realize that there are many services of that law firm that you rank in Google at the national level, they don't come out in the local pack and they are much more profitable. Another tip, write it down if you want, is to analyze LASER very well for your business, for all the verticals of your business because not all are local. Interesting too.

Would be missing more. I mean, this, for example, at a more tactical level, could be done, for example, you export yourself typical... He's laughing, he's laughing.

I mean, you could export yourself, for example, in bulk keywords of HRF and in the box that has the set features separate and... Why are you laughing? What?

We haven't talked about this.

[Speaker 2] (19:04 - 19:05)

No, we have. You haven't.

[Speaker 1] (19:06 - 19:17)

I didn't say no, I don't remember. No, no, no. But I think it's curious that we think the same.

Ah, ok. So, that, for example, could be done, right? At the level of if you're evaluating and then you cluster it, like, these have more...

[Speaker 2] (19:17 - 19:18)

Yes, what happens...

[Speaker 1] (19:18 - 19:25)

exactly the opposite, that a local pack and not be profitable. But even so, to do a first analysis, it seems to me...

[Speaker 2] (19:25 - 19:26)

A first approach. Sure.

[Speaker 1] (19:26 - 20:24)

It usually starts there. What happens is that I don't do it with HRF or any of these tools. I do it with Screaming Frog.

With Screaming Frog, you can program so that it analyzes the laser typology, you put an XPath, a CSSPath so that it identifies the local pack. Yes, you get the value. Exactly.

You pass the keywords in bulk and then you analyze those keywords for a geographic area. I mean... Because the local pack can appear here, and in Burgos, no.

That's what we said before. And with that, you have a first approach that will cover 90% of the cases. Damn, that's great.

Using Screaming Frog to analyze the servers. I never thought of that. Ah.

Yes, yes. That's why we're here. Sure, sure.

Because, of course, what you're importing from a tool is more generic. Sure. The problem with HRF, SEMrush and all this is that they do the measurements from their home.

So the local pack that they detect can be or can't be. It's not reliable. Just like the rankings.

When they show you some rankings, they can or can't be because the rankings...

[Speaker 2] (20:24 - 20:24)

They're not local.

[Speaker 1] (20:24 - 23:22)

If you're not measuring from where... No, but in Google Search, it's the same. You can be in local pack, in normal SEO, universal, let's call it whatever you want to call it.

That's another phrase. Call it whatever you want. In the server without modules, it can appear here first, in Burgos third, in Asturias fourth, etc., etc., those results. So this is what the tools do and it's a great solution. I hadn't thought of that either. Yes, yes.

That monitoring. So another tip to point out. Another, another.

Another tip. Another tip. It comes to me, since we're getting into it a bit.

It comes to my mind. We've already talked about the local part. We've also talked about the more organic SEO part.

What do you think about these strategies that are made in the... Creating URLs with the service, the product, or the training and the location. the localization, this is called Location Pages, and join it to all that strategy?

What do you think? You don't want to comment? Well, it's valid, it's SEO local.

What happens is that in a vertical, you come from either localizations or services. The problem this strategy has is that if you want to attack 50 localizations, 52 if we talk about provincial capitals here in Spain and you want to extend it to 10 services, that's ungovernable. It's ungovernable.

So what I usually do is, in architecture, work on the main keyword. Give me an example of a business. Physiotherapist.

Physiotherapist, good, I like it. I don't know why, you'll see why you said that in particular, but physiotherapist. Imagine that we are a company that has physiotherapy clinics all over Spain.

So you can have a service that is pelvic floor treatment, as I've seen in some clients. And then you have the local physiotherapist landing in Barcelona, physiotherapist in Madrid, in Valencia, in Alicante, etc. Those landings, you'll have to multiply by 52 if you have one in each provincial capital.

Plus the vertical of services, which you'll also have to multiply by 52. And now imagine that you want to rank not only for that service, but for 10 more. You'll generate a huge amount of URLs.

Huge. Duplicity of content, whatever you want. And then, as I've said, it becomes ungovernable.

So what I usually do is, generate a main vertical for the main keyword, for redundancy. And for the rest of the services, work on them in an annexed way. To the location page, to the location URL, and with the file.

That's more handy. I don't know if I've explained it well. Yes, yes, yes.

Without screens, without slides, it's very difficult. And then, I think I have... If you want to talk about it, Laura, then I'll...

[Speaker 2] (23:22 - 25:12)

No, and then also, what I find very interesting is that, many times, what you do is link the file to the website's home page. But sometimes, depending on the product or service that interests you, maybe what you can do is generate different files. Not with the idea, as he said, of doing something totally ungovernable, if you have to do it for service, more location, and all that, because you're in Zinconten, and also when it's duplicated.

But also, what you can do is... And maybe I'm interested in this type of service, Filetético. Maybe I'm also interested in this other one, which is rehabilitation, etc., etc. So, you can link to whatever each service file is working on. And sometimes, what you can see is, hey, I want to go to the local pack, and we're maybe... And it's working very well, because it has a lot of visibility, we see it in Search Console, and all that, a certain query.

Well, maybe you say, well, that query, which is also positioning this specific page, what I'm interested in is linking the file, not to the home, but to that specific URL. And it works very well, because it helps you position if it's what you want. That type of service.

And especially also in seasonal businesses. Imagine a business that offers a summer adventure, with kayaks, falling through ravines, and all that. And then, in winter, skiing.

Well, maybe what you're interested in is changing the URL you link, depending on the season you're in. So, that's also interesting.

[Speaker 1] (25:13 - 25:16)

I hadn't thought of that. It's good, it's very good.

[Speaker 2] (25:16 - 25:17)

Another tip. Another great tip.

[Speaker 1] (25:18 - 25:55)

This podcast is very high quality. We have a lot of tips. To Eunice, who is the editor, or Carmen, who is editing this, I'll put the tips we have here.

Every time there's a tip, put the previous ones in gray, and this one, the new one. And also, I'll give you a bet. I'll give you a bet.

Let's imagine a web of a single service, that takes all the capitals, that generates each URL in that capital, and in addition to generating, by the organic, trying to position itself, also in the file, annexing that file to each of those URLs. A file per provincial capital. Yes, to each of the URLs created.

[Speaker 2] (25:55 - 25:57)

In the same domain.

[Speaker 1] (25:57 - 26:01)

Yes. Good. It could be.

Yes. It would be very beautiful.

[Speaker 2] (26:02 - 26:03)

But you have to have different content.

[Speaker 1] (26:04 - 27:59)

Yes. We try to make different content. No, I've shown this off camera, that there's something similar, that I've shown you in a separate domain.

You've seen it. No, no, it's very good. And we'd be first, and no patch.

And no, fuck. Fuck, I'm already with the pack. I'll help you.

It's fine. The strategy is good. In fact, when you have a multi-localization business, like Starbucks, for example, the strategy is basically that.

You have a vertical within your architecture for localizations, and what you do is, the business files you create in Google Business Profile, you link them with the localization URLs. It's what's called a establishment chain, if Google takes it into account. And there

are specific rules for establishment chains.

And if you don't have an establishment? My friend, you're out of the law. What can happen, and it happens a lot in Google Business Profile, is that you're out of Google's guidelines.

Let's see. Basic criteria to know if you can be in Google Business Profile or not. The criteria, par excellence, is that at some point you have to face your clients face to face.

If you're a SEO consultant, and I'm telling you this because, if you're a SEO consultant, and you don't see your clients because they're on the other side of the country, a priori, you're not a candidate to have a Google Business Profile file. But you can have one. You can.

You can. But you're not the ideal candidate. If you have an e-commerce, if you serve the whole country, you're not the ideal candidate either.

Among other things, because the visibility that the file gives you is in your geographic area. There's a proximity factor, that when you surpass it, you disappear. And no one sees you.

There are people who think that by expanding the service area of the file, there's a part of the Google Business Profile file that tells you where you provide service. And this one is great.

[Speaker 2] (28:00 - 28:01)

To Colombia and to the whole world. Of course.

[Speaker 1] (28:01 - 28:14)

If you tell a Spaniard, where do you provide service? Or where do you want to get clients? Well, it goes everywhere, right?

An electrician, a plumber, it can go anywhere. It goes to Gijona.

[Speaker 2] (28:14 - 28:20)

I have a ham company that had a service area in the whole world. I don't know.

[Speaker 1] (28:21 - 28:49)

It looks like the planet in the picture. Better safe than sorry. That's the mentality.

So, obviously, you don't get there. You don't get there. You can have agreements with one or the other to pass the leads, and this is done.

But with a single file, you won't be able to do it because there's a proximity factor that is limiting. You can open other files. But, well, this requires deepening in the strategy of Serolocas.

[Speaker 2] (28:49 - 29:18)

Yes, and also, you have to be careful there. Because I've found cases of, above all, consultants who attend online, so they shouldn't have a file, but we do, right? But we do.

And then, what do we find? That the service area, what the regulation says, the terms of service, is that the service areas always have to be at a maximum of two hours per day where you are located.

[Speaker 1] (29:19 - 29:19)

I love that.

[Speaker 2] (29:20 - 29:22)

So, well, if you go more or less fast...

[Speaker 1] (29:22 - 29:24)

Of course, it's very relative. It depends on what you run.

[Speaker 2] (29:25 - 29:59)

But, well, it's an average, right? It will be flexible there. But, of course, you find, for example, the other day a lawyer showed me her file and she was, well, all over Spain.

In the end, that's the only thing you're giving them, signals to Google that what you do is attend online. So, you have to be very careful. Putting the service area, well, it's better to be restrictive and not play with it.

And as Sergio is saying, you make agreements with other lawyers or with other professionals from your branch in different areas and that way you are distributing the service.

This file is longer than 30 minutes.

[Go Unlimited](#) at [TurboScribe.ai](#) to transcribe files up to 10 hours long.