



## Geographic and Language Tagging

What Is Geo-Tagging?

The concept of geo-tagging extends beyond just embedding geographical information into images.

Geo-tagging is a type of markup that labels an image with the location where it was taken. It consists of exact coordinates, including longitude and latitude.

The geo tag can be automatically applied to the file at the moment it is taken or added manually by using specialized software. Modern phones and some digital cameras use GPS to pinpoint and preserve the location of the photo.

The information is embedded in the EXIF data (Exchangeable Image File Format) of the image file, which is technical metadata regarding when and where the photo was taken, on what device, etc. There are tools that allow users to view the data, and it is also readable by search engines when they crawl and index online images.

It represents a broader strategy in digital marketing where every digital asset, whether it's an image, video, or even a social media post, is tagged with specific location data.

Aside from photos, a geo-tag can be applied to other types of online content such as ads, website pages, emails, social media publications, etc.

What Is Geo-Targeting?

Geo-targeting is the process of identifying, monitoring, and/or using information about a person's location, in order to expose them to location-relevant content.

The information about the person's whereabouts is derived from GPS data, IP addresses, search engine queries for the location name, social media tags, mobile app



settings, or manual input. Meaning, it can be automatically provided by a device, or they can mark it themselves.

By geo-tagging their digital content, these businesses can ensure that their marketing efforts are reaching the right audience in the right location, thereby maximizing the impact of their campaigns.

This not only improves local SEO but also significantly increases the relevance of your content to your target audience.

#### Why Geo-Tagging and Geo-Targeting Matter in Marketing?

Geo-tagging and geo-targeting allow businesses to position themselves and their customers in the same place. This enables them to better market their localized products and services, promote their brick-and-mortar stores, and attract interested online users.

Furthermore, it helps the algorithms of different online platforms to connect the dots more easily and serve your content to the right customers, at the right time, and in the right place.

The two technologies can be used in search engine marketing, local SEO optimization, social media marketing, email, lead segmentation, and practically any online activity that is location-sensitive.

The companies that can benefit the most from them are:

- Local business.
- Organizations with stores/offices in multiple locations.
- Organizations that have different marketing strategies for different locations.
- Companies that organize events, etc.



Now let's have a look at how geo-tagging and geo-targeting can benefit your marketing strategy:

1. Enhance Your Local SEO

Adding geo-tags to your website and the photos you upload can help you appear in more relevant local searches, and enhance your local SEO efforts.

By adding geo-tagged images to the homepage, contact page, and other relevant content on your website, you can make your content easier to discover by nearby users who are interested in products and services similar to yours. You should also consider publishing relevant content and optimizing it with local keywords.

Furthermore, if you are running different localized versions of your website, you should use geo-tags to mark the locations. This way, Google will find it easier to deliver the proper version to users.

Of course, Google can extract this metadata automatically based on the information in your content, however, experience shows that every tiny bit of data that you provide helps, so why not do it?

Also, make sure that your Google My Business account is optimized with the proper geo-targeted keywords and includes high-quality and compelling photos that have all the necessary metadata, geo-tagging and relevant alt text included.

Regardless of whether the user keys a local or a general query, if Google has access to their location (and we all know that, most of the time, it does) the algorithm provides search results that are relevant to their area.

This means that if a customer in Seattle googles “record stores”, and you are a record store owner, you'd want them to be able to discover you