

Searches to Use For Local Business Opportunities

If you have a local business, you have some additional backlinking opportunities that are open to you.

Use this list of searches, replacing the word *school.edu* with the actual school url and the work *keyword* with your actual keyword to generate additional local back link opportunities.

Local Gov & Edu Back Links

site:school.edu "accommodation"
site:school.edu "lodging"
site:school.edu "keyword"
site:school.edu "resources"
site:school.edu "local resources"
site:school.edu "your city + resources"
site:school.edu "your city + businesses"
site:school.edu "your city + services"
site:school.edu your city + "things to do"
site:school.edu inurl:visiting
site:yourschool.com inurl:visiting your school
site:.edu "faculty discounts"
site:.edu "instructor discounts"
site:.edu "teacher discounts"
site:.edu "staff discounts"
site:.edu "employee discount program"
site:.edu "student discounts"

site:.gov "staff discounts"
site:.gov "employee discount program"
site:.gov "employee discount"
site:.gov "your city + resources"
site:.gov "your city + businesses"
site:.gov "your city + services"



Local Awards

"Business award"+"nominate"
"Nominate a business"+"State Name"
"City Name"+"Nominate a business"
"best of State"+"nominate"
"best of City"+"nominate"
"best Business"+"nominate"+"city"

Local Group Sponsorship

site:meetup.com state+keyword
site:meetup.com city+keyword



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