

The background features a light grey color with several decorative elements: a large orange ring in the top left, a solid orange diamond in the top right, a solid orange diamond in the bottom left, and a large orange semi-circle on the right side. A series of thin, grey, wavy lines flow from the top left towards the bottom right, passing behind the text.

Local SEO Service Overview

Service Details:



Google My Business Optimization:



Complete optimization of Google My Business profile including business information, categories, and images.



Management of customer reviews and responses to enhance local credibility.



Implementation of Google Posts to engage with local audiences and promote offers.



Local Keyword Research:

- Extensive research to identify localized keywords relevant to the client's business and target area.
- Analysis of competitor keywords and local search trends to optimize content.
- Selection of target keywords based on relevance, search volume, and local competition.

Citation Building:

- Creation and optimization of consistent business citations across relevant online directories, including NAP (Name, Address, Phone Number).
- Submission to local citation sources to improve local search visibility.
- Regular monitoring and management of citations to ensure accuracy and consistency.

Local Content Creation:

- Development of locally targeted content such as location-specific landing pages, blog posts, and guides.
- Integration of localized keywords and topics to attract local audiences.
- Promotion of local events, news, and community involvement to enhance local relevance.



Local Link Building:

- Acquisition of high-quality backlinks from local businesses, organizations, and community websites.
- Outreach and collaboration with local influencers and bloggers for link opportunities.
- Utilization of local directories, sponsorships, and partnerships to build authority in the local market.

Local Schema Markup:

- Implementation of schema markup for local businesses to enhance search engine visibility.
- Integration of structured data markup for business information, reviews, and events.
- Optimization of website for local rich snippets and knowledge graph inclusion

Local SEO Audits and Reporting:

- Regular audits of local SEO performance including Google My Business insights, local rankings, and citation consistency.
- Detailed reporting on key local SEO metrics and performance indicators.
- Ongoing optimization based on audit findings and data-driven insights.

SEO Performance Monitoring:

- Regular monitoring of key SEO metrics such as organic traffic, keyword rankings, and backlink profile.
- Analysis of trends and performance data to identify opportunities and challenges.
- Continuous optimization based on data-driven insights for sustained results.

Monthly Reports

- Local organic traffic
- Google business profile Views
- Calls & Interactions
- User Acquisition
- User engagement sessions
- Keyword performance tracking
- Plan of action

Service Deliverables:

- Complete Google My Business optimization report.
- Local keyword research findings and recommendations.
- Citation audit report and citation building progress.

Service Deliverables:

- Local content strategy document with topics and publishing schedule.
- Monthly local SEO performance reports with insights and recommendations.
- Dedicated account manager for ongoing support and communication.

