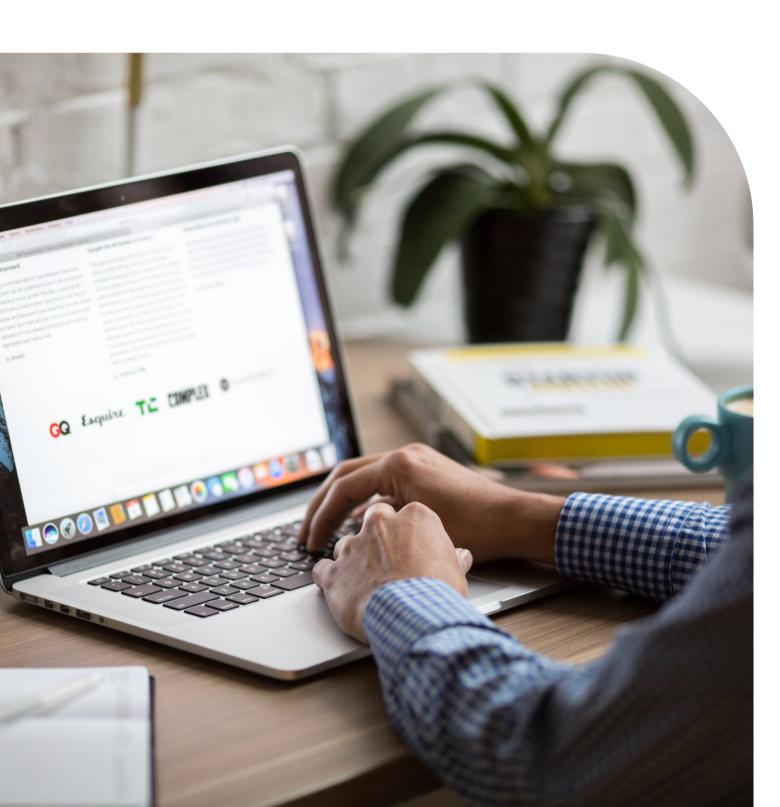
Local SEO Service Overview





Service Details:



Google My Business Optimization:







promote offers.

- 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



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.

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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.

