ON-PAGE ELEMENTS

○ **Optimize title tags**

Your title tags need to be concise with keywords you want to rank for.

LEARN MORE

○ **Structure your URLs**

Clean and simple URLs are more SEO-friendly.

HERE'S HOW

○ **Optimize your images**

Heavy images can make your site slow-to-load.

LEARN WHY

○ **Optimize your navigation menu**

Items on your navigation menu should be made indexable.

HERE'S WHY

○ **Use structured data markup**

Adding schema markup to your website improves SEO.

LEARN MORE

○ **Feature complete location data**

Have a Contact Us page featuring the NAP of all your business locations.

LEARN WHY

○ **Have consistent NAP details**

Business Name, Address & Phone number need to be uniform across the internet.

CHECK HERE

○ **Pay attention to XML Sitemap**

XML sitemaps make it easier for Google to find your site's pages & also improve SEO.

KNOW WHY

○ **Setup 301 Redirects**

Use 301 redirects to point traffic to new URLs or domains.

LEARN HOW

ALL THINGS GOOGLE

○ **Setup Google Analytics**

Google Analytics can help you analyze your website's data better.

DO IT HERE

○ **Select business categories carefully**

Pick the right main & additional categories to rank for more search keywords.

LEARN WHY

○ **Create/Claim your Google My Business listing**

Getting listed on Google will feature your business in Google's knowledge panel.

HERE'S WHY

○ **Provide accurate data on your Google listing**

A detailed GMB listing can help users pick your business over competitors.

LEARN MORE

○ **Setup Google Webmasters**

Webmasters will help keep track of your site's search performance.

READ MORE

○ **Develop a mobile-friendly website**

Google's algorithm ranks mobile-first sites higher.

HERE'S HOW

GOOGLE TIP

Use the Google My Business Post feature, which is essentially a micro-blog to promote your business.

synup

TOP BUSINESS DIRECTORIES

○ **Create/Claim Bing listing**

Getting listed on Bing can help you earn more leads for your business.

HERE'S HOW

○ **Create/Claim Yelp listing**

Yelp is one of the most popular sites for business discovery and reviews.

LEARN HOW

○ **Get on niche-specific directories**

Get listed on industry-specific directories to be found by more prospective customers.

HERE'S WHERE

○ **Check listings on all major directories**

Detect and resolve inconsistencies in your listings on all directories.

CHECK HERE

○ **Create/Claim listings on other directories**

Ensure presence on all directories to increase your chances of being found.

HERE'S HOW

○ **Get on social platforms**

Identify the platforms where your customers are and make your business visible.

KNOW WHY

TOP TIP

Sign off on responses to bad reviews with a real name and contact information. This humanizes your brand and lets folks know you're there if they need to reach out.

BUILD CITATIONS

◯ **Submit citations to top 50 sites**

Get featured on the top citation sites for more referral traffic.

KNOW MORE

◯ **Check competitors' citations**

Find where your competitors are and get on those sites as well.

CHECK HERE

◯ **Remove duplicate citations**

Duplicate citations can push your rankings down due to inconsistencies in data.

CHECK HERE

WEBSITE CONTENT & BACKLINKING

◯ **Remove duplicate content**

Check your website for duplicate content.

HERE'S WHY

◯ **Build quality backlinks**

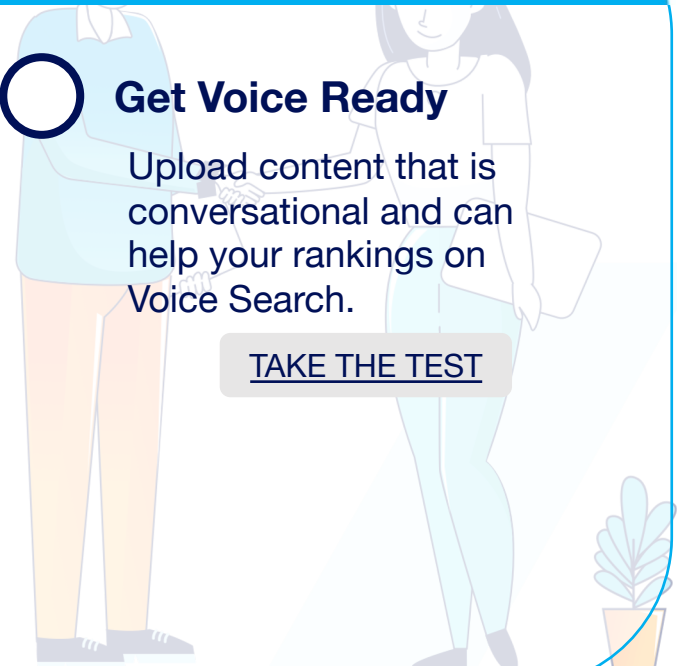Work towards acquiring backlinks on sites with high domain authority.

LEARN MORE

◯ **Get Voice Ready**

Upload content that is conversational and can help your rankings on Voice Search.

TAKE THE TEST

CUSTOMER REVIEWS & TESTIMONIALS

◯ **Monitor and respond to reviews regularly**

Replying to reviews can help you build a relationship with your customers.

LEARN MORE

◯ **Look to generate more reviews**

Getting more positive reviews can improve your overall rating and attract more customers.

HERE'S HOW

◯ **Add recognizable testimonials**

Display reviews from existing local customers to improve your business' credibility.

LEARN WHY

BONUS

Scan your business listing across 48 important directories including Google, Facebook, Yelp and more.

SCAN NOW