

LOCAL SEO WORKFLOW - INGENIOUS

1. **For Local SEO Projects:** We need to do work on the following areas while working on Local SEO projects:
 - a. Keywords should be locally optimized.
 - b. Local SEO audit
 - Google My Business Audit** - How does your Google My Business appear in the SERPs? Is the information accurate?
 - Google Search Console Audit** - Is your site crawlable? Does it have any errors that would hinder indexing?
 - On-Page SEO Audit** - Does your site accommodate all the on-page SEO elements that help ranking?
 - Citation Audit** - Are all your citations correct in the top business directories?
 - Competitor Analysis** - How does your site match up with your competition's? Are there any gaps that you need to close? How do you match up in terms of inbound links, content, design, and positioning?
 - Website Audit** - How well is your website performing?
 - c. Create Local Listings
 - d. Optimize online directories and citations.
 - e. Create local content.
 - f. Do post daily regarding updates/offers on all the platforms like Google My Business Page.
 - g. Post questions and their answers in Google My Business Page related to latest trending topics. Also, answer queries raised by customers on Google My Business Page.
 - h. Make a list of old customers and request them through mail to posts their reviews on Yelp, Houzz, Google My Business Page and on the targeted website. We can also ask to post reviews on our business listing on other websites.
 - i. Do promote the Google My Business Page link in all off-page activities.
 - j. Add location pages to your website.
 - k. Participate in your local community.
 - l. Collect plenty of customer reviews.
 - m. Ensure NAP/citation consistency (NAP-name, address, phone number)
 - n. Make the most of social listening.

Note: We must have the Google My Business Page access to local work on Local Seo Process.