

# Local SEO Package

## A monthly recurring program

### Benefits of Local SEO Package

If you have a business that caters to local customers in your city: local map listing and search optimization services have always been important for potential online presence

Google Places (Google Maps) is a great way for local businesses to promote themselves locally among the prospective customers

Google Maps can make you highly visible on search engines for competitive, and locally oriented keywords

Enable your potential customers searching Google Maps to find your business and other relevant details such as your address, hours of operation, contact information, even reviews and photos

Stand out amongst fierce competition and carve a niche for your business in your geographical area



## 1st Month

- ✓ Local keyword research (*main keyword + location/city/suburb/service area*)
- ✓ Preliminary Keyword Ranking
- ✓ Target Keywords (*up to 5 keywords*)
- ✓ Meta tag optimization (*Homepage - title, description*)
- ✓ Google Analytics (GA) setup
- ✓ Google Webmaster Tool (GWT) setup
- ✓ XML sitemap creation & submission
- ✓ Schema implementations (*contact address*)
- ✓ Google My Business - Page Setup
- ✓ Google Maps setup (if not existing) - Page Setup
- ✓ Website audit

*Initial stats & keyword ranking report  
1st month stats & keyword ranking report*

## 2nd Month

- ✓ Website audit
- ✓ Citations/local listing submissions (5)
- ✓ Web directory submissions (3)
- ✓ Competitor analysis/backlink analysis (*Top 3*)
- ✓ Existing content optimization (*title tag, header tag optimization if necessary*)
- ✓ Meta tag optimization (*5 main pages only - title, description*)
- ✓ Content/website analysis
- ✓ Google My Business - info/image uploads (*content provided by client*)
- ✓ Google Maps optimization - info/image uploads (*if not existing*)

*Monthly stats & keyword ranking report  
Positive review and rating submissions*

## 3rd Month

- ✓ Website audit
- ✓ Citations/local listing submissions (10)
- ✓ Social bookmarking submissions (5)
- ✓ GMB posting (2)
- ✓ Web directory submissions (3)
- ✓ Classified submissions (3)
- ✓ Image alt tag optimization (*homepage only*)

*Monthly stats & keyword ranking report  
Positive review and rating submissions*

## 4th Month

- ✓ Website audit
- ✓ Citations/local listing submissions (5)
- ✓ Social bookmarking submissions (10)
- ✓ GMB posting (4)
- ✓ Web directory submissions (3)
- ✓ Classified submissions (3)
- ✓ Image submissions (3)
- ✓ Content/website analysis

*Monthly stats & keyword ranking report  
Positive review and rating submissions*

## 5th Month

- ✓ Website audit
- ✓ Citations/local listing submissions (10)
- ✓ Social bookmarking submissions (5)
- ✓ GMB posting (2)
- ✓ Website directory submissions (5)
- ✓ Classified submissions (3)
- ✓ Image submissions (3)
- ✓ Video submissions (3 - *provided by client*)
- ✓ Article submission (1 - *provided by client*)

*Monthly stats & keyword ranking report  
Positive review and rating submissions*

## 6th Month

- ✓ Website audit
- ✓ Citations/local listing submissions (5)
- ✓ Social bookmarking submissions (*homepage - 5*)
- ✓ Social bookmarking submissions (*other page - 5*)
- ✓ GMB posting (4)
- ✓ Web directory submissions (3)
- ✓ Classified submissions (3)
- ✓ Image submissions (2)
- ✓ Article submission (1 - *provided by client*)
- ✓ Blog posting (3 - *provided by client*)

*Monthly stats & keyword ranking report  
Positive review and rating submissions*

## 7th Month

- ✓ Website audit
- ✓ Citations/local listing submissions (10)
- ✓ Social bookmarking submissions (5)
- ✓ GMB posting (2)
- ✓ Web directory submissions (3)
- ✓ Video submissions (3 - *provided by client*)
- ✓ Competitor analysis/backlink analysis

*Monthly stats & keyword ranking report  
Positive review and rating submissions*

## 8th Month

- ✓ Website audit
- ✓ Citations/local listing submissions (5)
- ✓ Social bookmarking submissions (*homepage - 5*)
- ✓ Social bookmarking submissions (*other page - 5*)
- ✓ GMB posting (4)
- ✓ Web directory submissions (3)
- ✓ Classified submissions (3)
- ✓ Image submissions (3)
- ✓ Updating pages & Schema tag integration

*Monthly stats & keyword ranking report  
Positive review and rating submissions*

## 9th Month

- ✓ Website audit
- ✓ Citations/local listing submissions (10)
- ✓ Social bookmarking submissions (5)
- ✓ GMB posting (2)
- ✓ Website directory submissions (2)
- ✓ Video submissions (3 - *provided by client*)
- ✓ Search engine submissions (5)
- ✓ Article/blog submission (3)
- ✓ Article/blog social bookmarking (5)

*Monthly stats & keyword ranking report  
Positive review and rating submissions*

## 10th Month

- ✓ Website audit
- ✓ Citations/local listing submissions (5)
- ✓ Social bookmarking submissions (*homepage - 5*)
- ✓ Social bookmarking submissions (*other page - 5*)
- ✓ GMB posting (4)
- ✓ Web directory submissions (3)
- ✓ Classified submissions (3)
- ✓ Image submissions (3)
- ✓ Press release submission (3)
- ✓ Press release social bookmarking (3)

*Monthly stats & keyword ranking report  
Positive review and rating submissions*

## 11th Month

- ✓ Website audit
- ✓ Citations/local listing submissions (10)
- ✓ Social bookmarking submissions (*homepage - 5*)
- ✓ Social bookmarking submissions (*other page - 5*)
- ✓ GMB posting (4)
- ✓ Web directory submissions (5)
- ✓ Video submissions (3 - *provided by client*)
- ✓ Content/website analysis
- ✓ Infographics creation or provided by the client

*Monthly stats & keyword ranking report  
Positive review and rating submissions*

## 12th Month

- ✓ Website audit
- ✓ Citations/local listing submissions (10)
- ✓ Social bookmarking submissions (*homepage - 5*)
- ✓ Social bookmarking submissions (*other page - 5*)
- ✓ GMB posting (4)
- ✓ Web directory submissions (3)
- ✓ Classified submissions (2)
- ✓ Image/infographics submissions (3)

*Monthly stats & keyword ranking report  
Positive review and rating submissions*

## 13th Month

- ✓ On - page checking, fixing & implementation

*Monthly stats & keyword ranking report  
Positive review and rating submissions*