

MASTER SEO STRATEGY

CHECK LIST

- DO A LITTLE RESEARCH AROUND SEO AND HOW IT WORKS.
- BUILD A LOCAL GOOGLE LANDING PAGE FOR EACH LOCATION.
- INCLUDE SEARCH TERMS MATCHING YOUR UNIQUE PRODUCTS.
- OPTIMIZE WEBSITE TO INCLUDE YOUR UNIQUE & INDUSTRY KEY WORDS.
- CREATE A GOOGLE MY BUSINESS (GMB) ACCOUNT.
- MAKE SURE YOU LOOK AT EACH CONTENT FORMAT AND ADD YOUR SPIN (CATEGORY, PHOTOS, MENU, WEBSITE, ETC.)
- FIGURE OUT WHICH SEARCH ENGINES ARE USED IN YOUR LOCAL AREA AND OPTIMIZE FOR THOSE AS WELL.
- LOOK AT THE ONLINE TOOLS THAT CAN HELP YOU WITH SEO.
- CONSIDER SETTING A BUDGET FOR UPPING YOUR RANKINGS.
- EMPLOY AN EXPERT AND USE THEIR ADVICE ON SEO/TRAIN YOUR STAFF TO HELP.