



68%

of on-line
experiences begin with a
search engine.



70%

of marketers see
SEO as more effective than
PPC



91%

of people regularly read
online reviews.

1

BASICS

- Setup Google Search Console
- Setup Google Analytics
- Verify HTTPS is enabled
- Make sure your website is mobile-friendly
- See if Google can read your website by searching 'site:yourdomain.com'

2

LISTING

- Claim your Google My Business listing
- Claim your Yelp listing
- Claim your Apple Maps listing
- Ensure your name, phone, address and website are accurate
- Add photos; interior, exterior, products, jobs and staff

3

ON-PAGE

- Add City + State to the home page title.
- Add City + State to your home page description.
- Add Name, Address and Phone to footer of website
- Add a blog to your website
- Assign a keyword to each page
- Ensure pages have title tags
- Ensure pages have meta descriptions
- Ensure images have alt tags

4

OFF-PAGE

- Join your local chamber of commerce
- Sponsor a local sports team or event
- Post consistently on one social network that fits best