

Part 1: Google My Business Profile Optimisation

1. Claim and Optimise Your Google Business Profile
 - Add or Claim Your Business
 - Set Your Business Category
 - Set Your Service Area
 - Add Basic Business Information (hours, phone number, website, images)
 - Add Services
2. Get Listed in Directories
 - List with Big Data Aggregators (e.g., Sensis, Neustar Localeze)
 - List with Major Directories (Google Maps, Apple Maps, Yelp, etc.)
 - List in Industry and City-Specific Directories
3. Get More Customer Reviews
 - Create a Review Link with Google Business Profile Manager
 - Generate a QR Code for Reviews
 - Ask Previous Customers for Reviews
 - Add Review Link to Your Website

Part 2: Keyword Research

1. Find Service and Industry Keywords
 - List Specific Services Offered
 - Use Keyword Research Tool (e.g., Ahrefs) to Find Local Variations
2. Check Relative Popularity
 - Prioritise Keywords with Highest Search Volume
3. Assign Keywords to Pages
 - Create Dedicated Pages for Individual Keywords or Group Similar Keywords

Part 3: Content Creation

1. Create Service Pages
 - Clearly Explain the Service
 - Indicate Service Areas
 - Build Trust with Reviews and Accreditations
 - Provide Contact Information
2. Create an "About Us" Page
 - Describe Business Origin and Experience
 - Highlight Certifications and Licences
 - Include Insurance Coverage and Testimonials
3. Create a Location Page
 - Create Single or Multiple Location Pages
 - List All Service Areas or Individual Locations

Part 4: On-Page SEO

1. Create Compelling Metadata
 - Write Clear Title Tags
 - Write Concise Meta Descriptions
2. Use Short, Descriptive URL Slugs
 - Format URLs for Service and Location Pages

Part 5: Technical SEO

1. Site Structure
 - Organise Website Hierarchy Clearly
 - Interlink Relevant Pages
2. Use HTTPS
 - Check for HTTPS on Your Site
 - Implement SSL Certificate if Needed
3. Monitor Your Website's Health
 - Regularly Check for Broken Links and Slow-Loading Pages
 - Ensure Noindex Tags Are Not Present Unintentionally

Part 6: Off-Page SEO

1. Build High-Quality Backlinks
 - Guest Blogging
 - Spy on and Replicate Competitors' Backlinks
 - Reclaim Lost Backlinks

Part 7: SEO Content Marketing

1. Find a Proven Topic
 - Use Keyword Research to Identify Low-Competition Topics
2. Publish an Optimised Blog Article
 - Match Search Intent
 - Make Content Readable with Images and Bullet Points
 - Write an Engaging Title