



SEARCH ENGINE OPTIMIZATION - LOCAL

LOCAL PLAN DELIVERABLES	LOCAL BASIC	LOCAL PRO	LOCAL ELITE
Designed for	Local businesses with a low marketing budget and a couple of services wanting the basics to rank and collect leads	Our top selling local SEO plan! Includes Basic Plan deliverables and advanced GMB strategies. Owners with multiple services	Businesses in a competitive market and for owners who won't settle for anything but the best for their business!
Target Keywords	10	15	20
Keyword Research & Tracking	Up To 50	Up To 75	Up To 100
Keyword Topics / Categories / Themes	2	3	4

MONTH 1 ACTIVITIES

ACCOUNT SETUP, RESEARCH, & ANALYSIS

Proprietary Customer Dashboard	✓	✓	✓
Global Website Audit	✓	✓	✓
Page Specific Audit	Up To 10 Pages	Up To 15 Pages	Up To 20 Pages
Competitors Analysis	-	1	Up To 2
Keyword Grouping & URL Mapping	✓	✓	✓
Duplicate Content Check	Up To 10 Pages	Up To 15 Pages	Up To 20 Pages
Google Penalty Check	✓	✓	✓
Web Form Conversion Tracking	✓	✓	✓
Review Widget Install & Review Monitoring	✓	✓	✓

CONVERSION TRACKING

Call Tracking (Up to 200 minutes)	Ask For Quote	Ask For Quote	Ask For Quote
Conversion & Event Tracking	Up To 2 Goals	Up To 3 Goals	Up To 4 Goals
Heat Map	-	Homepage	Homepage
Scroll Map	-	-	Homepage
User Testing Video	-	-	✓

ON-PAGE OPTIMIZATION

Title & Meta Tags	Up To 10 Pages	Up To 15 Pages	Up To 20 Pages
Image, Hyperlink, Heading Tag & Internal Links Optimization	Up To 2 Pages	Up To 5 Pages	Up To 8 Pages
Robots.txt Optimization	✓	✓	✓
Canonicalization	✓	✓	✓
Adding Rich Snippets	Up To 10 Pages	Up To 15 Pages	Up To 20 Pages
Voice Search Optimization	✓	✓	✓

LOCAL SCHEMA SETUP

Local Business Information Schema (phone, Address, Business Name, Opening Hours)	Up To 10 Pages	Up To 15 Pages	Up To 20 Pages
Map Schema	Up To 10 Pages	Up To 15 Pages	Up To 20 Pages
Images & Logo Schemas	Up To 10 Pages	Up To 15 Pages	Up To 20 Pages
Reviews Schema	Up To 10 Pages	Up To 15 Pages	Up To 20 Pages
FAQ Schema	✓	✓	✓

GMB OPTIMIZATION

Google My Business Setup	✓	✓	✓
GMB Listing Optimization (Adding images, Videos, Hours of Operation)	✓	✓	✓

GPS Listing Submissions	2	3	4
Custom GMB Description - Up To 750 Characters	✓	✓	✓
GMB Website Embed	✓	✓	✓

MONTH 2 ACTIVITIES

RESEARCH & ANALYSIS

Link Detox	Up To 50 Domains	Up To 75 Domains	Up To 100 Domains
Page Speed Reporting (Desktop & Mobile)	Homepage	Homepage	Homepage + 1 Landing Page

ON-PAGE OPTIMIZATION

Image, Hyperlink, Heading Tag & Internal Links Optimization	Up To 4 Pages	Up To 5 Pages	Up To 8 Pages
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INBOUND CONTENT MARKETING

Website Content Writing (250 Words Per Page)	2	3	4
Editorial/Guest Blog With Social Boost	2	3	4
Press Release Writing, Distribution & Social Boost	-	1	1
Infographic Creation, Distribution & Social Boost	-	-	1
Magazine/News Placement	1	1	1
QA Posting	1	1	2
FAQ Page Content	✓	✓	✓

ANALYTICS & WEBMASTERS

Google Analytics Account Creation, Install, & Setup	✓	✓	✓
Google Analytics Filtering (Including Spam Referral Filters And IP Filters)	✓	✓	✓

Google Search Console Account Creation, Installation, & Setup	✓	✓	✓
GSC 404 Error Correction	Up To 10 Pages	Up To 15 Pages	Up To 20 Pages
GSC 301 Error Correction	Up To 10 Pages	Up To 15 Pages	Up To 20 Pages
Broken Link Fix	Up To 10 Pages	Up To 15 Pages	Up To 20 Pages
Bing Webmasters Account Creation, Install, & Setup	✓	✓	✓

SITEMAP CREATION AND UPLOADING

User HTML, Sitemap Creation, Uploading & Linking	✓	✓	✓
XML Sitemaps Creation & Submission to Google & Bing	✓	✓	✓

LOCAL SEARCH WEBSITE OPTIMIZATION

Bing, Apple Maps & Facebook Local Listings	✓	✓	✓
Yelp Advanced Optimization (Phone Verification Required)	-	-	✓
Authority Business Listings	2	3	4
2nd Tier Local + Industry Specific Citations	4	6	8

BUSINESS LISTINGS AUDIT AND FIX

Local Citation Audit	✓	✓	✓
NAP Inconsistency Fix	-	✓	✓
Optimize Existing Listings	-	✓	✓
Troubleshoot Duplicate Listings	-	✓	✓

LINK STRATEGY

Website Social Boost	2 URLs X 5 Sites	3 URLs X 5 Sites	4 URLs X 5 Sites
Promotional Video	1 Video X 5 Sites	1 Video X 5 Sites	1 Video X 10 Sites
Business Presentation	1 PPT X 5 Sites	1 PPT X 5 Sites	1 PPT X 10 Sites
Social Network Citations	2	3	4
Local & Social Community Setup	✓	✓	✓
Coupon Distribution (If provided)	Up To 2	Up To 3	Up To 4

MONTH 3 & ONGOING MONTHLY

LINK ACQUISITION + SEO

Image, Hyperlink, Heading Tag, & Internal Links Optimization	Up To 4 Pages	Up To 5 Pages	Up To 6 Pages
GMB Posts	1	2	3
GMB Q&As	2	3	4
Image GEO Tagging	Up To 10 Images	Up To 15 Images	Up To 20 Images
GEO Tagged Photo Submissions	2 Photo X 5 Sites	3 Photos X 5 Sites	4 Photos X 5 Sites

ONGOING MONTHLY

Editorial/Guest Blogs	2	3	4
Social Network Citations	2	3	4
Authority Business Listings	2	3	4
2nd Tier Local + Industry Specific Citations	4	6	8
Website Social Boost	2 URLs X 5 Sites	3 URLs X 5 Sites	4 URLs X 5 Sites

REPORTING

Customer Dashboard, Weekly Reports, Monthly Reports, Customer Support	✓	✓	✓
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