



SERPWOOD

GETTING STARTED

- Take a look at the "3 Pack" spots and the organic Top 10 for ideas of content you can publish on your site;
- Don't rely on only one strategy; the SERPs can change overnight;
- Having your name, address and phone number (NAP) cited on the site is primordial;
- Make sure your site is mobile friendly.



YELP OPTIMIZATION

- High placement on Yelp and similar means an opportunity to rank;
- Look for other businesses in your category on Yelp to see what's working;
- Use SERPWoo's keyword finder to come up with useful keywords to include in your Yelp descriptions;
- Be more concerned with local SEO aspects than with debating if you should use Yelp's Enhanced Profiles or not;
- Make sure you fill out the specialty section of your profile on Yelp;
- Don't get too concerned right now about getting Yelp reviews from customers; they are heavily filtered;
- Alternatives to Yelp are AngiesList.com, MerchantCircle.com, Manda.com, and BBB.org.



LOCAL SEO AUDIT

- Set up Google Search Console for your site;
- Make sure you have a proper sitemap in place;
- Identify any penalties on your page that might be holding you back and if so, take steps to remove them;
- Ensure your canonical URLs are pointing to the right places;
- Optimize your page load speed by optimizing the code, images, implementing a CDN, etc.;
- Check which keywords you are ranking for currently and see which ones can be improved;
- Ensure you don't have 404's, no orphaned pages or links, that you have your keywords on the URLs, that your headers tags are efficiently used and that you are using markup to structure your on-page data, etc.;
- Create locally relevant content to get ranked on the local organic search results;
- Update your disavow list, look up your inbound links and keep an eye out for scrapers stealing your content;

LOCAL SEO AUDIT

- For local SEO, keep your directory listings up to date, manage your reviews, offer support to customers that had issues and posted on forums or other places;
- Build backlinks from other sites that cater to your same local region, like local newspapers, .edu sites, local sports teams or leagues, tourism boards, bloggers, etc.;
- If you don't need customers to come to you, you may opt to keep your address private, but that will hinder your citations;
- For a physical retail location, you'll want to include your address in your citations;
- It doesn't take long to create citations by hand, so opt for that instead of automated routes to have better control over them;
- Keep track of all your citations in case your info changes, so you can go back and update them;
- Make sure you set up your Google my business profile;
- Check out our SEO audit checklist for a more in-depth look at optimization.

SCOOPING OUT THE COMPETITION

- Identify who your competitors are;
- Use SERPWoo to monitor them and who is rising on the SERPs;
- Monitor local competitors by entering a geographic location on your SERPWoo project;
- Check out the backlink profile of your competitors and take notes of places where you could get a link too like directories;
- Check which keywords your competition ranks for that you do not.



THE POWER OF REVIEWS

- Often people who are motivated to leave reviews are either customers who had an amazingly positive experience or a bad review;
- Make sure it's not against the rules to ask customers to leave a review on the site you want them to, like Yelp;
- An alternative is putting up signs saying that your business is featured on specific platforms to ask for reviews indirectly;
- Facebook pages for businesses, Yelp, Google My Business, and others allow customers to leave you star reviews;
- Google doesn't like you to markup customer reviews on your site using schema;
- Bad reviews are part of doing business, always remember that your answers to them are also public so always act professionally and try to fix the situation;
- If the bad review was posted by a competitor or someone trying to harm you, report them.

AVOID OR FIX COMMON MISTAKES

- Check for listing duplicates and fix them if found;
- Don't over optimize or fill in keywords everywhere you can;
- Don't fake information to try and game the system;
- Never ignore negative reviews, always act to fix the bad experience the customer had;
- Encourage new positive reviews paying attention to the rules of the platform you are asking for reviews for;
- Be consistent with your NAP's, write your address identically every time;
- Don't forget about traditional SEO to rank organically;
- Do your local SEO markup;
- Use SERPWoo to measure your results and monitor your performance.