

Local SEO Foundation Pack

Website, Directories, Maps and more . . .

The Local **SEO Foundation Pack** is aimed at businesses that have a localized market. This is differentiated from businesses that are primarily national or international.

Think of your local pizza shop, dentist or car mechanic and opposed to business that really don't care where you are located, it all happens over the web.

So here is what's included in the **Local SEO Foundation Pack**:

1. We gather some basic information from you. Your location, business name, website, etc. Also what accounts you may have set up already.
2. We scour that web, looking for pages that you may not control. Many directories like Google Places, Yelp, Yellow Pages, Manta, etc will automatically create pages based on information they scrape from the web. It's important to bring as many of these "unclaimed" page under your control. Most businesses have at least a few of these, some have many.
3. Along with #2 we look for duplicate pages. Duplicate pages can be detrimental to your efforts. They confuse the search engines and people looking for your information.

A good example is something like this. Google scraped information about your business, not knowing this you created your own page. Now there are two pages, one under your control and one not. This happens a lot and should be corrected.

4. Once the directory pages are under your control, we make sure they all have the same information, presented in specific ways that tell the search engines what we want.

5. Then we look at your business and location. Each business type and each location has specific directories that best serve it and are most important for discovery online.

We'll use our resources to come up with the top directories for your business and if needed, create account that you control

6. Along with this, we'll look at your website and what optimization is needed to truly target your local market. Then we'll implement this optimization to deliver a strong message to the search engines.

7. Then, with a little help from you, we'll identify your top competitors online. We'll look at what they are doing and determine how you can do better. We'll look at their optimization, their directory pages, reviews, videos, etc.

8. You will supply us with 5 to 10 images that we can encode with digital information important to your business, we'll then upload them to the appropriate directory pages.

9. If they don't already exist, we will set up Google Analytics and Google Webmaster Tools. We will make sure they are configured properly for your business.

10. And, once we have all this, we will give you a plan for ongoing marketing. How you can, overtime, build strength to your online presence. Gain positive reviews, engage your audience . . .

In some cases this may also involve dealing with bad reviews, how to lessen their impact.

For many businesses just coordinating the above will put you miles above your competition. That will be enough to firmly dominate your market. For other businesses some sort of ongoing effort is required. We'll make recommendations on this and help you find (or know) how to continue.

For some of the ongoing efforts, we can provide the service if you want. If not, we'll help you find the resources

Our goal is for you to win.

If you haven't already, go to [Local SEO Foundation](#) and sign up. We'll take good care of you.

And of course and always, if you have questions, just let me know.

A handwritten signature in blue ink that reads "Garry". The signature is written in a cursive style with a large, looping "G" and a long horizontal stroke underneath.

Garry Dufresne

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