1. Set Up Your Google Business Profile

- Add or claim your business on the GBP website
- Verify your business
- Fill out your profile
- Create a plan to manage your profile
- Test out the GMB profile as a user to identify & further optimize it as per requirements.

2. Manage Your Online Reviews

- Add your business to relevant review platforms
- Update your existing business profiles on review platforms
- Choose a primary review platform
- Start asking your customers for reviews
- Create a review response strategy with response matrices.

3. Build Local Citations

- Add your name, address, and phone number to your social media profiles
- List your business on relevant directories and review sites

- Make sure all your citations are consistent

4. Acquire Local Backlinks

- Consider ways to get links from business affiliates (e.g., suppliers, charity beneficiaries)
- Find local influencers and brainstorm ways to work with them
- Identify local coalitions, events, awards, etc. to participate in
- Check for unlinked mentions of your brand and try to get them linked
- Read Google's link spam policies

  Here are the top citation websites that you can use initially:

  1. Trust Pilot

  2. Google My Business

  3. Justdial

  4. Sulekha

  5. Sehat.com

  6. Practo

  7. Lybrate

  8. Femicure

  9. Medindia

  10. Credihealth

5. Improve Your On-Page SEO

- Perform local keyword research
- Choose a primary keyword for each page
- Optimize your title tags, meta descriptions, header tags, and URL slugs, and body content

6. Add NAP Information to Your Website

- If you have a single location:
    - Create a contact page featuring your NAP and other useful information

- Add NAP information to your website footer
- If you have multiple locations:
  - Create a contact page for each location
  - Link to all contact pages from your footer and/or main navigation

7. Add Local Business Structured Data to Your Website

- Identify [relevant properties](#) on your website (and consider adding others)
- Use the [Structured Data Markup Helper](#) to create your structured data
- Publish the structured data to your website (you may need a web developer's help)

8. Run a Technical SEO Audit

- Set up your website on [Google Search Console](#)
- Review and fix issues flagged through Google Search Console
- Run a detailed audit through the Site Audit tool and schedule future audits
- Create a plan to manage your technical SEO tasks

9. Monitor Your Local SEO Performance

- Decide which local SEO metrics you want to track
- Set up the tools of your choice:
  - [Google Analytics](#)
  - [Google Search Console](#)
- Create a plan to monitor your local SEO performance