



Attract Interest. Attract Business.

Webmaster Ray
(o) 302-633-1482 (m) 302-685-3536
ray@attractweb.com

Attraction Local SEO Package 2020

- 1. Add keywords** – to page titles, meta description, sub-headings, text, page footer, including location names for the geographic area you serve. (5 key-phrases standard)
- 2. Keyword(s) in page headline** are also critical for SEO. “Welcome to our website” or “Hello!” don’t attract visitors. Use words people search for, like “Wilmington Contractor...”
- 3. Home Page News** – add News/Events section to front page of your website, that you can easily update regularly (brief comments, facebook posts, announcements, events).
- 4. Customer Reviews** are a huge selling tool. Paste testimonials to website page.
- 5. Internal links** from one page to another on your site help visitors jump to what they seek and also help your SEO.
- 6. Google Analytics** – create account and add “UA-xxxxxxx” code to website
<https://analytics.google.com>
- 7. Google Search Console** – to submit sitemap and receive google-site-verification code.
<https://www.google.com/webmasters/tools/>
- 8. Local Schema Markup** – embeds keywords, address, phone in your page code to boost Google rank: [Structured Data Markup Helper](#)
- 9. Google My Business** – create or improve Google Maps profile (reviews, description, category, contact info, 5+ photos) at <https://google.com/business>
Includes direct link on your website where you could ask any client to review you easily at google. More reviews increase exposure!
- 10. Improve Page Loading Speed** – analyze and increase your <https://gtmetrix.com/> PageSpeed Score, YSlow Score and/or Fully Loaded Time (if possible) thru image optimization and addition of WordPress optimization plugins.
- 11. Case Study** – add a page with one or more “case studies”, a story of how your product or service helped a customer solve their problem. Adds content, keywords, real life sample.
- 12. NAP** – Name, Address & Phone of business should appear on each page, usually in footer. It should exactly match in each search engine, directory, social media channel.
- 13. Add Content** – email me additional or replacement text for up to 5 of your pages (include keywords and related terminology)
- 14. Generate Keywords** – use Google Keyword Planner Tool to find keywords to add:
<https://ads.google.com/home/tools/keyword-planner/>
- 15. Add Outbound Links** – increase credibility by adding up to 3 links to authority sources
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