



← HOW TO BUILD A →

PERFECTLY OPTIMIZED LOCAL WEBSITE

A Blueprint for Local SEO Success



EXAMPLE SITEMAP



TEMPLATE BLUEPRINTS

HOME PAGE TEMPLATE

* Optional keyword optimized elements Page elements Text Google can index

Highly Prominent Keyword Optimized Line of Text, Rare But Effective* FB Like | Google +

LOGO Keyword Optimized Tagline Area* (123) 456-7891 info@mybiz.com Serving the CITY NAME Region

HOME SERVICES ABOUT REVIEW US BLOG LOCATION/S CONTACT

Keyword Optimized Banner Headline H1*

Image or video: Optimize with ALT tags and video meta data Intro text with top targeted keyword link: Core, Benefit, Bullets

CTA BUTTON

Header H1 or H2 Title Option Lead Generation and/or Email Opt-in Form

NOTE: Use H2 above if you have already employed the H1 in the optional headline just below the menu above.

Social Links Cities Served (List of cities served with text links to each location page)

Testimonial CREDIBILITY BADGES (Groups, Associations, Charities, Products & Manufacturers etc.)

Email Opt-in OR Secondary Call To Action

Text Links Social Sharing NAP (Name, Address, Phone) Using schema markup for primary location.

SERVICE PAGE TEMPLATE

Highly Prominent Keyword Optimized Line of Text, Rare But Effective* FB Like | Google +

LOGO Keyword Optimized Tagline Area* (123) 456-7891 info@mybiz.com Serving the CITY NAME Region

HOME SERVICES ABOUT BLOG REVIEW US LOCATION/S CONTACT

Home » Services

Keyword Optimized Headline H1 Lead Generation and/or Email Opt-in Form

Content, consider keyword links to other services if appropriate. Keyword Optimized Headline H2 Keyword Optimized Headline H3

Body text

Testimonial CREDIBILITY BADGES (Groups, Associations, Charities, Products & Manufacturers etc.)

Email Opt-in OR Secondary Call To Action

Text Links Social Sharing NAP (Name, Address, Phone) Using schema markup for primary location.

BLOG CATEGORY TEMPLATE

Highly Prominent Keyword Optimized Line of Text, Rare But Effective* FB Like | Google +

LOGO Keep the header simple in the blog area (123) 456-7891 info@mybiz.com

HOME SERVICES ABOUT BLOG REVIEW US LOCATION/S CONTACT

Home » Blog Name » Blog Category

Keyword Based Category Title Lead Generation and/or Email Opt-in Form

Introductory content for the category, could include an image, video and text based content with a set of keyword optimized text based links. 3 to 5 at most, example below.

Blog Title Social Sharing Links

Blog post content excerpt with featured image placed at top, left or right.

Categories

Popular Posts

Cities Served (List of cities served with text links to each location page)

Text Links Social Sharing NAP (Name, Address, Phone) Using schema markup for primary location.

BLOG POST TEMPLATE

Highly Prominent Keyword Optimized Line of Text, Rare But Effective* FB Like | Google +

LOGO Keep the header simple in the blog area (123) 456-7891 info@mybiz.com

HOME SERVICES ABOUT REVIEW US BLOG LOCATION/S CONTACT

Home » Blog Name » Blog Category » Blog Post Title Slug

Featured image for the post Lead Generation and/or Email Opt-in Form

Keyword Optimized Blog Title H1 Social Sharing Links

Date, author and category links meta information

Content, written around your target keyword with images and keyword optimized links going to internal and external pages as appropriate.

Categories

Keyword Optimized Blog Title H2 Popular Posts

Content flowing after a H2 headline.

Image with ALT text and caption Content flowing around an image, images with captions and ALT tags are good.

Cities Served (List of cities served with text links to each location page)

Social sharing Links

Related Posts

Comments

Text Links Social Sharing NAP (Name, Address, Phone) Using schema markup for primary location.

LOCATION PAGE TEMPLATE

Highly Prominent Keyword Optimized Line of Text, Rare But Effective* FB Like | Google +

LOGO Keyword Optimized Tagline Area* (321) 654-1987 LocationEmail@mybiz.com

HOME SERVICES ABOUT BLOG REVIEW US LOCATION/S CONTACT

Home » Locations » City Name

"City Name" Location Lead Generation and/or Email Opt-in Form

Video, virtual tour, gallery or image of this location.

Map of "City Name" location Complete Address (NAP) Phone number for THIS location Email for THIS location All in Schema.org format. Link to THIS Google page

Driving instructions if customers visit this location. Example: coming from East highway 50 take the 16th St exit...

Store Hours Hours that match Google page and in Schema.org format.

CTA or Local Promotion Links to Review Sites (Yelp, Yahoo! Google, Superpages etc. for this location.)

A few lines of information unique to THIS location page. Do not recycle ALL the information from other location pages. Mention something about this area: advice, a landmark, a completed project or better yet, a case study from a client in this area. Note that this is critical for Google.

Social Links

Testimonial Cities Served (List of cities served with text links to each location page)

CREDIBILITY BADGES (Groups, Associations, Charities, Products & Manufacturers etc.)

Text Links Social Sharing Staff photo or gallery teaser

LOCATION PAGE NOTE: If you are optimizing for "service areas" instead of actual locations with addresses then: Exclude the address, change store hours to hours of operation and change the map to a service area map instead of a location map. Also exclude the driving directions but make 100% sure to include UNIQUE CONTENT specific to the area, make it at least a short paragraph on every location page you create.

* Optional keyword optimized elements Page elements Text Google can index

THE TOOLS

- WORDPRESS: FREE** - The best and most affordable CMS and blogging platform for local SEO websites.
- MOBILE RESPONSIVE WORDPRESS TEMPLATES: PRICES VARY** - A mobile responsive website is key. Invest in developing yours.
- YOAIST SEO: FREE PLUGIN** - Provides leading SEO optimization tools including on-page tools for titles and meta tags.
- YOAIST LOCAL SEO: PREMIUM PLUGIN** - This is a paid plugin. This plugin is important because it automatically optimizes your local content.
- TESTIMONIALS BY AIHRUS: FREE PLUGIN** - This plugin has clean code compared to others we've looked at and has the option to add schema.org data to the "testimonials" on your site.
- HTML SITEMAP: FREE PLUGIN** - WP Sitemap Page (other options are available)
- IMAGE SITEMAP: FREE PLUGIN** - Udinra All Image Sitemap (other options are available)
- USE SCHEMA.ORG FORMATS: INTERNATIONAL DATA STANDARD** - Yoast SEO and Local SEO will take care of the critical factors.
- FAST LOADING WEBSITE: HOSTING PRICES VARY** - Your site needs to load faster than the competition.
- GOOGLE SEO GUIDELINES** - READ THIS DOCUMENT! This document is critical to understand the BASICS of what Google wants you to do.

- REFERENCES & RESOURCES -

- LOCAL UNIVERSITY:** By Aaron Welche. Designing Business Location Pages: Part One, Two, Three
- SEARCHENGINELAND.COM:** By Andrew Shotland. 5 Ways To Rank Outside Of Your Physical Location In Google Places
- STONETEMPLATE:** By Matt Cutts & Eric Enge. Matt Cutts and Eric Enge Talk About What Makes a Quality Site
- HUBSPOT:** By Paul Schmidt. An Introductory Guide to Improving Your Local SEO
- SUGARRAE:** By Rae Hoffman. How I Create a Strategy For A New Blog Or Affiliate Site - Part 2
- MOZ:** By Miriam Ellis. Local Landing Pages: A Guide To Great Implementation In Every Situation
- NIFTY MARKETING:** By Mike Ramsey. The Anatomy of an Optimal Local Landing Page
- SMALL BUSINESS ONLINE COACH:** By Matthey Hunt. How To Do Onpage Optimization for Local SEO