



## **GMB SEO CAMPAIGN**

- **Accelerated for Faster Results**
- **100% USA Google My Business SEO**
- **Tactics to Beat the Possum Filter**
- **Overcome Proximity Limits**
- **Increased Local Visibility and Traffic**

## **LOCAL OPTIMIZATION SOLUTIONS THAT WORK FOR YOUR BUSINESS**

Over 50% of the first page GMB real estate is gone, and now there are local search ads to worry about, too! When Citations Alone No Longer Rank Your Listings, You Need to Stop Shooting in the Dark. Only Proven GMB Optimization Services designed to increase your online visibility, build your brand prominence, and increase your listing relevance will do. So, what are the signals that really matter? Citations? Clean-Up? Links? Reviews? Geo-Tags? We Optimize the Local Ranking Factors that Matter. Local Maps is highly-prized Page 1 real estate and it's about time you treat it as such.

Our Google My Business SEO and Optimization campaign feature a comprehensive array of Maps SEO tactics that produce real and local SERP results. Just about every GMB 3 Pack case study conducted since the roll-out of the GMB 3 Pack show between 3 out of 10 to as high as 5 out 10 searchers click on the local maps results of Google. This is a massive amount of traffic that is still being had by the businesses that are skilled enough to be in the top 3 positions for Google Local. We have the experience and knowledge to get you into those top positions.



## **GMB SEO SETUP TASKS**

- **Campaign Setup**
- **Campaign Checks**
- **Gather GMB Links and URLs**
- **Baseline Visibility Report**
- **Local SEO Audit**

## **WE CARE ABOUT YOUR CAMPAIGN AND IT SHOWS IN OUR SETUP PROCESS**

The GMB Monthly SEO is a ongoing month to month campaign designed for the highest competition niches and large metropolitan areas.

We set up the campaign deliverables workbook, tracking up to 5 main local keywords, 25 LSI, as well as longtail, and buyer intent keyword variations. You'll get a private view link so you can log in anytime and see the local ranking progress. We will also provide geo grid tracking snapshots. We track the overall progress of the campaign tasks using a shared project workbook on our dashboard. We use a dedicated Drive folder to store all of your monthly deliverables, reports, and creatives. You will have a shared access link to access all campaign files and reports.

We begin the campaign by checking all current aspects of the GMB listing and brand to ensure there are no issues that may cause the campaign to be unsuccessful or be held back in the current state of the algorithm.

We set-up a custom local link strategy designed to build complete brand prominence. Targets of our efforts include the webpage linked to the GMB listing, various Google brand properties, various social brand properties, and various local listings.

The initial baseline visibility report scans Google's index and rates the brand's online visibility based on the results of the Google index crawl. It checks for consistent brand information, notes any places the brand is not mentioned, and gives a brief comparison against the top two competitors for your local niche.

Our local SEO audit is an in-depth look at all of the citations the brand has as compared to the top two competitors. It helps us select which secondary citations to build and helps eliminate duplicates. We are now ready to start your campaign!



## GMB SEO LISTING OPTIMIZATION

- **Brand Posts**
- **Custom GMB Description**
- **Category Research**
- **Photo Optimization & Geo Tag**
- **Product/Service Posts**
- **Google URL Submission**
- **Google Site Optimization**
- **Q and A Posts**
- **Review Responses**

## OPTIMIZING YOUR GMB LISTING AND HOW WE DO IT

All of our GMB Posts and descriptions are written by our team of native English writers. Each article is approximately 150 words long and include company NAP details and information. They are used as posts on the GMB Page and the About Me description. We thoroughly research the competitors' categories that are ranking for our targeted keywords, selecting the top ones most likely to help us increase our local relevance. Further listing optimization includes correct NAP details, address settings, map pin placement, hours, and labels.

We make sure each GMB has 20+ properly prepared photos added to the GMB listing. Each photo is fully optimized and added to photos on your GMB maps listing. Photos have become a big traffic opportunity on Google My Business which we fully leverage on every campaign.

We create a few GMB posts highlighting the top products or services of the brand. These posts tend to increase click-through rates helping engagement metrics and conversions which can impact local rankings.

We set up a brand site within the GMB dashboard. This acts as an additional branded property and interlinks to the GMB listing, the main company website, and selected brand profiles and features of a Google Map embed hours, and NAP information. A high-quality article written with a call to action and complete company information is included. We are using this article similar to the original GMB descriptions where we highlight the location and geo-area as well as the brand's services and contact information.

We further optimize the local business JSON markup, Google Maps embed, local relevancy linking, NAP and hours, and a store locator feature.



## **GMB SEO BRAND PROPERTIES & LINKS**

- **Social Essentials Accounts**
- **Social Fortress & Ultimate**
- **Data Aggregators**
- **Local Citations & GPS Listings**
- **Secondary Citations & Power-up**
- **Premium Local Press Release**
- **GMB Site Setup**
- **Ultimate Map Stack**
- **Brand Authority Links**
- **Brand Doc Tier Linking**
- **Social Power Up**
- **Apple, Bing, Yelp & 411 Setup**
- **Google Authority Stack**
- **Locally Stacked Press Release**
- **Geo-Network Setup & Links**
- **Niche Network Setup & Links**
- **Review Responses**
- **YouTube Local Optimization**
- **Website Onpage/Site-wide Optimization**

## **BUILDING BRAND PROMINENCE AND AUTHORITY**

We optimize the brand's top-15 social and brand profiles and create new profiles that might be missing. Optimization includes ensuring correct business details, adding a website link, keyword-optimized descriptions and tags, uploading logos, photos, and videos, and interlinking existing accounts. We continue creating and optimizing the brand's social profiles, including 25+ more must have accounts for your client's digital brand. This helps form the basis of a strong branded network and will help increase the brand's online prominence.

This includes submitting the local brand info to the big data aggregators like Factual, Acxiom, Localeze, and Infogroup. Data Aggregator service is only available for U.S. and Canadian companies.

Top-45 Business Directories that every business should be listed in, including all of the top national sites, like Yelp, 2 Find Local, City Insider, the Chamber of Commerce, ect.. These citations include unique content added to each listing to get improved indexing. We submit the brand information to 6 GPS or GIS mapping and positioning data platforms. These six platforms were selected based on either having crawlable databases or indexable mapping platforms.

We create additional citations based on your location and niche to further round out the brand's digital presence. These are manually built business listings with complete details filled out and careful attention to the company NAP and information. We then build links to these citations to further enhance the geo authority and relevance.