

1. Google My Business Optimization

- ❑ Complete all business information fields
- ❑ Add high-quality photos of storefront/office
- ❑ Upload product/service images
- ❑ Set accurate business hours including holidays
- ❑ Enable messaging and Q&A features

2. Local Keyword Strategy

- ❑ Research city + service keyword combinations
- ❑ Include state and region variations
- ❑ Target "near me" search variations
- ❑ Add local landmarks in content
- ❑ Use regional language keywords when relevant

3. Citation Building

- ❑ List on JustDial, Sulekha, IndiaMART
- ❑ Submit to local business directories
- ❑ Ensure NAP consistency across all listings
- ❑ Get listed in industry-specific directories
- ❑ Build local newspaper/blog mentions

4. Review Management

- ❑ Monitor Google My Business reviews daily
- ❑ Respond to all reviews within 24 hours
- ❑ Ask satisfied customers for reviews
- ❑ Address negative feedback professionally
- ❑ Share positive reviews on social media

5. Local Content Strategy

- ❑ Create city-specific landing pages
- ❑ Write about local events and news
- ❑ Feature local customer success stories
- ❑ Include local schema markup