

**Local SEO & Google My Business Kick Start Package**

**£229 + VAT**

Google My Business is becoming ever more important. These listings at the top of search results are encouraging users to stay within Google and click on the top 3 results, rather than going down the page to the organic listings and clicking on individual websites.

Google My Business rankings are geolocation-based, but if correctly optimised, can help you rank higher than a competitor who may be physically closer to the searcher. With the Kick Start Package, your Listing will look more inviting, and get more clicks.

Over 80% of local searches by mobile result in a call or visit within 24 hours. The Kick Start Package includes a full citation audit and directory links to assist your local Google rankings.

**Google My Business Optimisation**

GMB Set-up & Verification (if required)	✓
GMB Linking to Correct Landing Page	✓
Check Google Analytics UTM Tracking	✓
Analyse Quality and Quantity of Images	✓
Review Images	✓
Check Cover Photo	✓
Check and Optimise all GMB Fields	✓
Correlating GMB with Location Page Tel No.	✓
Check Primary Business Categorisation	✓
Analyse Review Quality, Quantity, Velocity	✓
Analyse Reviews for Keywords & Diversity	✓
Check Owner Review Responses	✓
Recommend Google Posts	✓
Review Q & A's and optimise	✓

**Local SEO Optimisation**

Full SEO and Keyword Analysis	✓
Implement 4 Local Directory Links	✓
Optimisation of Page Titles	✓
Location Page Optimisation	✓
Citation & NAP Analysis	✓
Landing Page Analysis and Optimisation	✓
Local Link Recommendations	✓
Location Map Review	✓
On-Page SEO Analysis and Recommendations	✓
Full Transparent Reporting	✓
Google Analytics Review	✓

