

On Page Tasks

Home Page

- Title tag with keyword and City name
- Keywords and city used in description
- H1 - Use the Keyword and City
- H2 Tag Use a Bulleted List
- H3 Tag use a synonym
- H4- Use a synonym
- Add Alt Tagged Images
- Add Schema Markups
- Footer- N.A.P , Map, City Pages, Hours, Navigation
- Add 500 Words
- GMB Category- If no category use Local Business
- HasMap : Add the Google Map "Short link"
- Phone: add it exactly as on GMB ie; (718) 227-2300
- Address: Exactly as GMB
- Geo Coordinates: Use Long and Lat
- Test Schema: <https://search.google.com/structured-data/testing-tool>

Silo Structure Pages

- Site.com/keyword
- Each article picks up thematic relevancy (different types)
- Add relevant Picture (alt tag)
- Link each article to the city page and the home page
- Example Title Tags (Keyword + City + State + Brand)
- Do not repeat the category or city Over and Over
- Add the Plural for the keyword 1-2x
- Check Keyword Density at the end POP or Yoast
- H3 - 500 words article About Google keyword
- Find Keywords about Google keyword
- Find LSI about Google keyword
- Inner page
 - Every GMB Category has its own Page
 - Note: What Keywords pull a map for this GMB category
 - Site.com/Exact-GMB-Category-Name (No state or brand)
 - Title tag: GMB Category plus city and State (NY)No Brand
 - H1: GMB Category - Call to Action
 - H2: 7-10 Bullet Points that pull a Maps for THESE KEYWORDS in the GMB Category

- Make sure page is NOT over optimized (Yoast or POP)
- Article: 500 words, LSI, Use Keywords, Images...etc
- Map in Footer (single location)
- Add Schema in the Footer (single location)

H2 Tag Examples

- Voted Top Rated (Synonym of Keyword)
- Providing Best advice to "County"
- Affordable professionals you can trust
- Friendly, nearby service you can count on
- ETC....List 5-10 in this Bulleted list

GEO City Article Silo

- Google Things to do (City name)
- Silo articles from furthest out to CLOSEST to you (1 link each page)
- site.com/Things-to-do (Hotel, Geographic structure...etc)
- Write about 5-10 popular different "Things to do" (East, West North, South) Articles
- write 300-500 words article on Things-to-do and pic
- Each Thing-to-do page gets a different a driving direction
- Embed driving directions on the T-T-D page from "Things-to-do" to "Your location" (Use Brand name not address in for maps)
- Links: Next article read about "Thing-to-do" and Visit our site at site.com
- Link each silo page to the next silo page AND Home page (2 links per page)