

1. Home Page Important Items

- Title tag: H2 Keyword + City State+ Brand
- Add NAP under the logo
- H1 - GMB Category + Phrase
- H1 - Most important Keyword + Geo
- H2 - Most important Keyword
- Article about the Keyword (ie; locksmith)
- H2 - Question (When to hire a locksmith when locked out of your home or vehicle)
- H3- Keyword Qualifiers (* Bulleted Points)
- ie; Top Quality Locksmith Same day 24
- emergency Service
- H4 - ALL SERVICES with pictures and text
- Add a Youtube Video based on the GMB
- Footer: Find us on Social (Links not icons)
- Footer: Find us across the web (Link to Citations page)
- Footer: Areas we serve (unincorporated)
- Footer: Hours of operation
- Footer: Schema ONLY SINGLE LOCATION
- Footer: Add GMB Map
- Images: Add Alt Tag
- Description tag: include; Keyword,City, Brand,Phone #

2. (Home Page Notes) Example H1 (Exact Match Google Category + Call to action)

- Divorce Lawyer - \$199.00 Most cases settled in 7 days
- Electrician - Rated 5 stars on Google reviews Dog Groomer - Just 2 hours....etc

3. (Home Page Notes) H2: Pair GMB category with Keyword for the H2 Article

- H2 tag: Just Keyword and Phrase
- 300 word article about Keyword (*Keyword Grid) (Home Page Notes) H3Tag Example - 10 Bulleted List(Must Pull 3 pack)
- 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
- *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
- **** Use a plugin to make sure WP doesn't mess with the H2 and doesn't correct it

5. GMB Category Pages 2-3-4...etc (Home page is GMB category 1)

- 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 (300 words)
- H2: 2nd most import keyword plus call to action (300 words)
- H3: 7-10 Bullet Points that pull a Maps for THESE KEYWORDS in the GMB Category
- H3:Article: 500 words, LSI, Use Keywords,Images...etc
- Make sure page is NOT over optimized (Yoast or POP)
- Add Youtube video on GMB category
- H4: 3-4 services within THIS Gmb Category
- H4 - Pictures Nap,Keyword,Logo
- Link to the "Next" GMB Category (silo)

6. Keyword Pages

- Refer to the Grid in notes.
- H1- Must be your keyword
- Follow the same method as in GMB category pages
- H2 Same keyword with Geo location
- H3 - Bulleted
- *** Follow the same rules as previous notes
- Link back to the home page
- Create 4-5 articles to the Keyword
- Link each article to that specific keyword page
- Add relevant Pictures and Alt text

7. Niche Supporting Blog - Article instructions

- 5 Niche Articles (blog) per Keyword page (H2)
- Articles should Ask and Answer Question
- No Brand / No Geo
- Each article picks up thematic relevancy (different types)
- Add relavent Picture (alt tag)
- Link each article to the city page and the home page
- SILO - Link to "Next Article" and "Home Page"

8. Suburb Pages (Only unincorporated)

- H1 - GMB Category 1
- H2 - Most Important Keyword
- Text 500 Words
- H3 - Bulleted Keyword Qualifiers
- If You have a 2nd, 3rd, 4th GMB then you repeat the process above for the rest of the page
- H2 - Unincorporated city (500 word article)
- City Map embed with driving directions from GMB to Suburb
- Link back to the HOME PAGE
- Geo- City Article Silos (Things to do)
- 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 word 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)
- Embed driving directions on the T-T-D page from ""Your location to Things-to-do" to " (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)
- Use the Branded Anchor when linking to HP add full NAP to this page (Branded anchor)



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