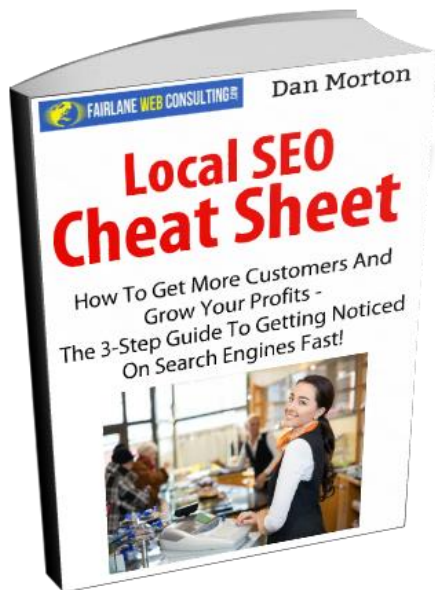


# Local SEO Cheat Sheet

By Dan Morton, Fairlane Web Consulting

## How To Claim Your Spot On The First Page Of Google



**Who** this is for: Business owners who need to rank on the first page of Google.

**What** this cheat sheet will do: Tell you exactly how to accomplish the above.

**Why** you should read it: Only those who want to grow their businesses and make more money!

First, please read the disclaimer.

All information, strategies, actions, links and otherwise revealed in this report are presented as a general guideline that is based upon information that was believed to be correct at the time of publication. The information contained herein

should not be construed as legal or tax compliance, accounting or any other specific business advice. The strategies and information herein may not be appropriate for all instances. There are no guarantees of performance suggested or offered. It is solely up to the reader of this report to determine if the information contained herein is appropriate for his or her unique situation. The information in this report is the sole intellectual property of Dan Morton. Any unauthorized use of any parts of this report without direct attribution to the author is strictly prohibited. **By reading this report you are agreeing to these terms of use.**

**The Goal:**

Google

All Maps News Shopping Videos More Search tools

About 2,220,000 results (0.58 seconds)

**Local Search Success!**

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**Now, let's get to work!**

**Think of this local SEO strategy** that I'm about to reveal to you as a three-legged stool. It consists of three parts, or legs:

1. **Your Website** – your online business “hub.”
2. **Google Places For Business** (also known as Google Maps or

Google Plus For Business)

3. **Other citation pages** - yp.com, yelp.com, merchantcircle.com, local.yahoo.com, etc. (see top 50 citation websites as attached)

You need all three legs to hold the stool upright. Remove one leg, the stool falls over. If one leg is present but damaged, the stool becomes unstable – no one will trust it enough to use. The same can be said of the three basic components of your Local SEO ranking strategy. You need all three “legs” in place and in good shape for the strategy to work. If one “leg” is missing or damaged, the strategy becomes useless. And, your competitors who DO practice the strategy well WILL replace you on the first page of Google, grabbing your customers and building THEIR business instead of yours!

So if you'd like to learn exactly HOW you can grow your business (and profits) using a tried and true strategy of Local SEO tactics, give me just 10 minutes to explain EXACTLY what you need to do to build your local internet presence the right way.

**Note: Run a great business and treat your customers like gold!**

If you don't take great care of your customers and they start giving you really bad reviews (they will), no amount of my formula will help you. Sure, you may get on the front page of Google, but when others see your bad reviews, they'll go elsewhere. I guarantee it.

## 1. Website

- **NAP: Name, Address & Phone Number** on the home page (on every page is best). Use a REAL address – no P.O. Box, no “fake” address. Use the format below everywhere.

**Your Business Name**  
**123 Main St.**  
**Your City, State, 80909**  
**(719) 867-5309**

- No other addresses or phone numbers (for a single business location).
- No tracking numbers - EVER. FAX number ok. No other websites for the business with different addresses and/or phone numbers.
- Your **NAP MUST BE CONSISTENT** across ALL internet properties. No exceptions!
- **Expensive & pretty don't count!** Simple, minimal graphics (for fast loading), clear & concise product, service & contact information and easy navigation will win over big & beautiful every time. Think customer experience!
- **Title Tags:** Write for your customers (write for humans, don't use too many keywords (2 – 4 ideal).
- **Content:** Well written 300 – 500 word pages.
- **Include pages** for About, Terms and Conditions, Privacy Policy, detailed description of products and/or services and any other applicable pages. Include a separate page for every service or product you offer. A “thin” website may not be helpful.
- **Inform & Educate.** Robust, engaging and informative content for your customers will build up your website for search engines and customers alike.
- **Don't over-optimize** with keywords! Write for your customers – NOT for search engines!
- **Be very, VERY careful** about hiring an “SEO Expert” or marketing company to “get you on first page of Google.” Cleaning up mistakes is ALWAYS more



expensive. And my experience over the last several years of helping local businesses reveals that even the biggest names in the SEO business tend to do more damage than good. If you want more details on this thought – [contact me HERE](#).

## 2. Google Places For Business Page

- **Claim your Google Business page.** You will need a Google account, get one – they’re free. If you can’t find your Google business page, Google your business name, click on “Google + Page.” If the page hasn’t been claimed, click “Manage this business.” If no page exists, search Google + for business and follow instructions. If in doubt about anything, Google the question – it works!
- **Fill in ALL of your business information.** Use EXACT NAP. Add your logo and a few pictures. Choose CORRECT business categories – what your business is, not what it does.
- **Link to your Google Plus page and select other citation pages from your website.** Have the new page open in a new tab or page.
- **GET reviews.** ASK happy clients for a review. Do NOT have reviews posted from one computer or url (from computer in your store). Insist that **reviewers place reviews from their own computers at home.**

## 3. Other Citation Pages (online business directories)

- Yelp.com, citysearch.com yahoo local, merchantcircle.com, yp.com, etc.)  
Google Your business name +city to find more.
- **Manually claim and optimize** your business pages on ALL major citation websites. The more pages the better.
- **NAP** – exactly the same as you use elsewhere.
- **Fill in ALL information.** Add detailed and unique business descriptions. Select all business categories that pertain to your business, what your business is, not what it does.
- **Claim and correct pages for your business.** Many times a page for your business has already been created. You must claim this page, correct any errors and fully optimize it with detailed descriptions, correct business categories, business hours and your NAP.



- **Think about your customer.** Write for your customer – not search engines. You know who they are – give them content and information they’ll need to choose you!
- **Just say NO** to “upgrading” your free account to a paid account. The benefits are seldom worth the cost, and it’s mostly advertising.



## Bonus

**Develop** a plan to get reviews.

- Ask happy customers in person to give your business a review (it's ok as long as you're tactful).
- Email ecstatic customers (nicely and infrequently) with a polite request for a review.
- **Add links to your best citation websites** from your website. Make sure they're visible from every page.
- Publish a written document or a video that explains how to leave a review. [Click HERE to see one.](#)

Note: This local SEO strategy is a long term process, the results of which will also stay with your business a long time. How long to see results? 3 month to one year – there are no rules and every situation is different. But you will still be in the same rut (or worse) a year from now if you don't take action now.

I have proven this strategy time and time again for my clients. So I know it works. And with many of the changes to Google's search engine algorithms over the last several years it's pretty well known that local search success favors those businesses that follow much of the advice presented in this cheat sheet.

Of course, prior results are no guarantee of future success. There are many reasons why this strategy could fail. Here are a few reasons why it could fail:

- Your business has lots of very poor reviews on major review sites.
- Your business has lots of previous addresses and phone numbers that haven't been cleaned up.
- You use a marketing service that publishes a tracking phone number with your business name and address. I have seen this poison the well for clients.





If have any questions or would like some help with your Local SEO, you can contact me at (719) 761-4862 or use the contact form at [www.fairlanewebconsulting.com](http://www.fairlanewebconsulting.com).

I'm always available for questions. I do understand that this strategy isn't everybody's cup of tea, nor does everyone have the time to get it done.

That is why I offer a low-priced highly effective package that will get the job done for you. If interested in me doing the work – or simply have a question, please call me at (719) 761-4862 or [click HERE to contact me](#) for more details.

Have a great day!

Dan

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Make sure your business N.A.P. and other information on the following citation websites are correct and that your information is verified.

InfoGroup ExpressUpdate	Merchantcircle
Neutstar Localeze	Manta
Acxiom	Mapquest
Factual	ShowMeLocal
D&B	MojoPages
Citysearch	HotFrog
Bing Places	Brownbook
Yelp	Cylex-USA
Facebook	InsiderPages
Yellowpages	EZLocal
Yahoo! Local	eLocal
Superpages	Tupalo
Local.com	ForLocations
Foursquare	CitySquares
Chamberofcommerce	GetFave
Yellowbot	2FindLocal
Yellowbook	Nokia Here
Kudzu	Yasabe
	Angieslist



SaleSpider

FindTheBest

Yellpedia

MyHuckleberry

ZipLocal

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