

## Your Website

If not setup, it will not index properly and your customers won't be able to find you as easily.

- Include your Name, Address, Phone (NAP) on all pages.**  
(the footer is the best place for this.)
- Use relevant <title> and heading tags on all pages**  
(these should match the content on the page)
- Ensure sitemap is accurate**
- Site is responsive or has mobile**
- Google analytics is installed**

## Google Search Console

Ensure your website are Google friendly, and get valuable data on how your site looks to the search engines.

- Make sure your site is added with no errors.**
- Enable Analytics in Search Console**  
(ensures accurate traffic and reporting)

NOTE: Google Search Console used to be called Webmaster Tools

## Social Media

Just having profiles setup won't help too much. Engage with your audience for maximum benefit.

- Facebook Page**
- Twitter**
- LinkedIn Business Page**

## Google My Business

This profile info goes directly to Google Maps and the main search engine index

- Submit & verify business listing.**
- Add street address**
- Add website URL**
- Add Phone Number**
- Choose relevant categories**
- Add product, service or business photos**

NOTE: Bing has a similar setup procedure and it is recommended to claim your listing.

## Local Listings

Creating profiles on local listing sites allows your site to be found in those directories and also creates a link to your site which increases your overall site authority.

- Yellowpages (yp.com)**
- Yelp**
- Manta**
- Angieslist**
- Hotfrog**
- Bestoftheweb.org**
- Mojo Pages**
- ...other local directories**

Special Note:

NEVER pay for links or reviews to increase your rankings. Doing so could result in de-listing from Google. Remember, if it sounds too good to be true, it probably is.