

Tools to be used

Local Ranking - Local SEO Tool

Airtable - Project Tracking & Workflow Management{[/link]}

Yext - Citation Management

SEOptimer - Keyword Position Tracker

Steps to Optimize GMB Listing

Step 1: Is the GMB listing verified?

Step 2: Complete all available and relevant data fields

Step 3: Add target keywords to GMB listing fields

Step 4: Add photos to listing

Step 4(a): Add cover photo and business logo

Step 4(b): Add interior photos and other images of the physical store

Step 4(c): Create and upload video of business premises

Step 5: Add relevant products and services to listing

Step 6: Setup GMB review alerts

Step 7: Setup GMB listing position tracking with Local Ranking SEO tool

List of websites to create citations

Yelp	Bing Places
Yellow Pages	Yahoo
Foursquare	BBB
Manta	TomTom
Next Door	Angi



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