

1. Optimize Google My Business

- Go to Google's Free Listing Page: <https://www.google.com/business> and identify your business by finding it on the map or adding it for free
- Confirm your identity - they will either call you or send you a letter
- Double check your details to make sure that the right category and subcategories are chosen and make note of the exact way your business name, address and phone number (NAP) appear. For example, is it "Street" or "St.?"

2. Get Markup Right

- Simply visit Schema.org's Local Business NAP generator and fill in the blanks
- The tool will produce the HTML code you need to add to your site in place of your current address

3. Clean Up Citations

- Using a tool like [MozLocal](#), look for inconsistent citations
- Clean and suppress any inaccurate, inconsistent and incomplete listings.
- Check out other local directories by city and ones that are industry specific to make sure there are no additional inconsistencies

4. Create Local Content

- Write very detailed information in your online content about where you do your work—be sure to include case studies for specific trade areas, suburbs, and neighborhoods.
- Post about local events and happenings. Use your blog to talk about community, customer, and employee related local news to spice up your content in an authentic way.

5. Focus on Reviews

- Set a goal of obtaining at least 5 Google+ reviews (the number that Google requires to display the review stars as a highlighting feature of local results)
- Make it as easy as possible for your happy customers to log in to the sites that matter and leave a review
- Repurpose reviews in email newsletters, on your site, or in local display