



SEO Curb Appeal Checklist

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Homepage Metadata

- Optimized title prominently featuring your brand name
- Optimized description with a clear, engaging synopsis of your company and what you offer

Local Knowledge Panel

- Google My Business
 - Verify your Google My Business listing(s). For information on verification, visit <https://support.google.com/business/answer/7107242>.
 - Set up your listing. Head to the Info tab in your Google My Business listing. You should enter all of the following information:

- Company name
- Address
- Phone number
 - *Optional: Tracking phone number if these conversions are a priority for your brand.*
- Business category
- Website
- Hours of operation
 - *Optional: Add updated hours for holidays when prompted.*
- Description (750 characters max) note, this does not replace the Google-generated description in your panel.

Local Knowledge Panel *(continued)*

- If applicable, add services or menu items to your profile. You may add the following:
 - *Section name*
(140 characters max) each section must have at least one item.
 - *Item name*
(140 characters max)
 - *Item price*
 - *Item description*
(1000 character max)

- Add photos to your listing. You will need a profile photo, cover photo and additional images. Aim to add 5 - 10 total photos when creating the listing and add to it over time. <https://support.google.com/business/answer/6103862>

Photos should be:

- JPG or PNG format
- Sized between 10KB and 5MB
- Minimum resolution of 720px by 720px
 - *Optional: Add videos to your listing*
 - Up to 30 seconds long in duration
 - Sized up to 100 MB
 - Have a minimum resolution of 720p

Local Knowledge Panel *(continued)*

▫ Add Google Posts

- Posts appear directly on the local knowledge panel and are similar to a social media post.

➤ *Posts stay live on your panel for 7 days.*

➤ *When more than one post is live at the same time, they will form a carousel in the panel.*

▪ Post Type

- What's New

➤ *Use to promote recent blogs, company news, etc.*

- Event

➤ *Event posts will stay live until the event has passed (the only exception to the 7)*

- Offer

- Product

▪ Post Text

- 100-300 words per post
- First 100 characters will display on your local knowledge panel

Local Knowledge Panel *(continued)*

- Post Title

- Available for offer, event, or product posts

- Photo

- Minimum photo size is 720px by 540px
- Format can be JPG or PNG
- *Optional: Add a video instead!*

- Add a CTA button

- CTAs include Book, Order Online, Buy, Learn More, Sign Up, Get Offer, Call Now
- Add a relevant Link
- *Use UTM parameters on the links to track your post traffic in Google Analytics.*

Local Knowledge Panel *(continued)*

- Manage your reviews
 - Respond to all written reviews, both positive and negative.
 - *Be sure that your response is not the same for every review – it should demonstrate that you have read the feedback the user has provided.*
 - Encourage reviews in person, in email campaigns, and on your website.
 - *Create a link for customers to write reviews according to the instructions here: <https://support.google.com/business/answer/7035772>.*

- Leverage Q&A
 - Respond with answers to user questions.
 - Flag answers that aren't accurate or relevant.
 - Generate your own questions and answer them in your panel.
 - *For ideas on what you can add, look to your internal site search.*

Local Knowledge Panel *(continued)*

□ Bing Places

- Verify your Bing listing.
 - *Optional: You can expedite the verification process by importing your listing from GMB, which also imports your NAP information and hours.*
- Set up the rest of the profile.
 - Company name
 - Address
 - Phone number
 - Business category
 - Website
 - Description
 - Twitter/Facebook/Yelp/TripAdvisor URLs
- Add photos to your listing (up to 10 photos total). Photos must be:
 - Recommended 4:3 (width:height) ratio
 - Minimum resolution of 480px by 360px
 - Sized up to 10MB
- Leverage Offers & Deals
 - Promote a sale or discount on your listing

Brand Knowledge Panel

- Claim Your Knowledge Panel in Google
 - Claim your panel via the “*Claim this knowledge panel*” link beneath the panel with the account you use to manage Google Search Console.
 - *If you are having difficulty verifying, visit the link here: <https://support.google.com/posts/contactflow>.*
 - Suggest edits. All suggestions should include a link (or multiple links) to sources verifying your recommended update.

- If you do not have a panel displaying yet, you should:
 - Create a Google+ Account with the same account you use to manage Google My Business: <https://plus.google.com/>.
 - Post to your profile on a regular basis.
 - If you are a creative business, maker, photographer or similar, you can apply to become a Google+ Create community member for enhanced visibility <https://plus.google.com/create/>.

Brand Knowledge Panel (*continued*)

- Establish Your Brand in Wikimedia
 - If you do not have a Wikipedia article, you can attempt to create one ONLY if your company meets notability requirements (<https://en.wikipedia.org/wiki/Wikipedia:Notability>).

- Set up a profile and establish yourself as a creditable editor of Wikipedia over the course of many months.
 - *Build credibility by making edits to expand existing articles, add citations where necessary, and make copy edits https://en.wikipedia.org/wiki/Category:All_articles_needing_copy_edit.*
- Write your article following these guidelines:
 - *Article must be neutral in tone*
 - *Article must contain information from creditable third-party sources*
 - *No less than 5 unique pieces of content cited in your article*
 - *Please note: press releases distributed by your organization do not count*
 - *Article should be short*

Brand Knowledge Panel *(continued)*

- If you are unsuccessful in publishing an article or cannot find enough third-party information submit your organization as a Wikidata Item:

➤ Go to <https://www.wikidata.org/wiki/Special:NewItem> to create an Item.

Schema.org Structured Data Markup

- Use the following schemas:
 - Organization Schema (<https://schema.org/Organization>), use the following fields to influence your brand panel:

- address
- contactPoint
 - (contactType, telephone)
- employee
 - (type: person, fields: jobTitle, name)
- founder
- foundingDate
- foundingLocation
- logo
- owns
- parentOrganization
- sameAs
 - (list all social accounts)
- url

Schema.org Structured Data Markup *(continued)*

- BreadcrumbList (<https://schema.org/BreadcrumbList>) and SiteNavigationElement (<https://schema.org/SiteNavigationElement>) to reinforce IA and influence sitelinks
- Blog (<https://schema.org/Blog>)
- VideoObject (<https://schema.org/VideoObject>)
- Product (<https://schema.org/Product>)
- For code to get started visit <https://jsonld.com/>.
- Test and validate your code prior to implementation here: <https://search.google.com/structured-data/testing-tool/u/0/>.
- For information on implementing Schema with GTM, go here: <https://searchenginewatch.com/2018/03/20/how-to-implement-semantic-markup-using-google-tag-manager/>.

Social Media

- Link to your social accounts throughout your website.
- Mark up all social accounts in your Organization Schema using “sameAs”.
- Only create profiles on platforms that you have the bandwidth to operate on regularly and in a meaningful way (dying social accounts do not improve your visibility).

Social Media (continued)

□ Optimize your accounts.

▫ Twitter

- Add a link from your profile to your website.
- Post quality content regularly and engage with your audience.
 - *The Twitter carousel will display for accounts at Google's discretion based on account activity and engagement.*
 - *You do not need to be a verified account for the carousel to display.*
- Implement Twitter Card markup throughout your site to create rich tweets that stand out and boost engagement. <https://developer.twitter.com/en/docs/tweets/optimize-with-cards/overview/abouts-cards>

▫ Facebook

- Link to your website from your profile.
- Implement open graph markup so that links to your content will stand out and boost engagement: <https://developers.facebook.com/docs/sharing/webmasters#markup>.
- Post videos to your account to potentially have them pull into a video carousel.

Social Media (continued)

Instagram

- Link to your website from your profile.
- If applicable, add Contact buttons such as Get Directions, Call or Email.
- If applicable, add Call to Action buttons to your profile such as Reserve, Get Tickets, Start Order or Book.
 - *You must have a Business account to use this feature and utilize a third-party partner. See here for partner sites: <https://business.instagram.com/blog/making-it-easier-to-do-business-on-instagram/>.*
 - *When editing your profile, go to Contact Options, and then select Add an Action Button.*

YouTube/Vimeo

- Optimize your account page and include a link.
- Optimize the descriptions and titles for all videos, and link to your site in the description.
- As mentioned earlier, use VideoObject Schema to markup videos from these platforms that you are hosting on your site.

Social Media (continued)

- LinkedIn, SlideShare, Pinterest, Tumblr, etc.

- Optimize each of these accounts as it makes sense to take up additional real estate in your branded SERP.

Paid Media

- Create a brand campaign to target branded queries and increase shelf space in the SERP.
 - Use messaging that complements your homepage metadata but isn't identical.
- Utilize this campaign to test messaging and better optimize your homepage metadata.

Track Your SERP

- Google My Business dashboard will provide you insights to actions users have taken from your listing, including:
 - Clicks to your website
 - Calls
 - Directions to your location

Track Your SERP (continued)

- ❑ Export your GMB data using the API to analyze and report on the metrics in your preferred platform (<https://developers.google.com/my-business/>).
- ❑ Google Posts will have insights on expired posts within your GMB profile
 - *As mentioned earlier, add UTM tracking to links in posts to analyze the engagement of users entering from a post.*
- ❑ Google Search Console can be used to track the impressions, clicks and CTR of your branded queries.
 - In the new Search Console:
 - Go to Performance Report.
 - Filter by query to contain or exactly match your brand name.
 - In the old Search Console:
 - Go to Search Traffic > Search Analytics.
 - Filter by query to contain or exactly match your brand name.

Track Your SERP *(continued)*

- Export your Search Console data using the API to analyze and report on the metrics in your preferred platform (<https://developers.google.com/webmaster-tools/search-console-api-original/>).
- Take screen shots of your SERPs.
 - ✦ *No, it's not advanced, but it will help you track the new features you earn or that search engines roll out, and it will help you add another layer of insight to analysis when you report on on-SERP behavior.*

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