

SEO & Discoverability Playbook — Detailed Action Items

1. Local SEO Setup

- Claim and verify Google Business Profile (GBP)
- Add accurate business name, address, phone (NAP)
- Upload high-quality photos and videos
- Add business hours, services, pricing if applicable
- Write a keyword-optimized business description
- Set primary and secondary categories
- Enable messaging and booking (if relevant)
- Post weekly Google Posts
- Get 10+ customer reviews with keyword-rich responses
- Add local citations (Yelp, Bing Places, Apple Maps, TripAdvisor)
- Ensure NAP consistency across all platforms

2. Keyword Mapping

- Identify primary keywords for each service or product
- Identify supporting long-tail keywords
- Use competitor keyword analysis (Ahrefs, SEMrush, Ubersuggest)
- Map keywords to URLs (homepage, services, blog posts)
- Create a keyword priority list based on search volume + intent
- Identify gaps where new pages or blog posts should be created

3. On-Page SEO Guide

- Optimize title tags (55–60 characters, keyword first)
- Optimize meta descriptions (150–160 characters)
- Use H1 headings with primary keyword
- Structure content with H2/H3 for readability
- Add internal links to related pages
- Add at least one external authoritative link
- Optimize images (ALT text, descriptive filenames)
- Ensure mobile-friendly formatting
- Add FAQ section using common user questions
- Include a strong call to action on every page

4. Content Strategy for Ranking

- Define 3–5 core content pillars (e.g., tourism, culture, services)
- Create monthly blog topics targeting long-tail queries
- Write 1–2 long-form guides per month (1,500+ words)
- Add local-focused content (events, guides, maps)
- Update older blog posts every 3–6 months
- Create supporting short-form content for social platforms
- Repurpose blog content into reels, carousels, newsletters

5. Technical SEO Essentials

- Ensure site loads in under 2.5 seconds
- Compress images (WebP preferred)
- Enable caching and minification (CSS, JS, HTML)
- Ensure SSL certificate is active

- Create/verify XML sitemap in Search Console
- Fix broken links (404 errors)
- Ensure mobile-first structure
- Improve Core Web Vitals (LCP, FID, CLS)
- Check URL structure—clean, readable, keyword-focused
- Add schema markup for local business and products

6. Monthly SEO Maintenance List

- Review keyword rankings
- Review traffic in Google Analytics and Search Console
- Add one new blog post or update older content
- Post on Google Business Profile weekly
- Check for broken links
- Review site speed and optimize as needed
- Add at least 5 new internal links across content
- Monitor reviews and reply promptly
- Update seasonal hours or service offerings