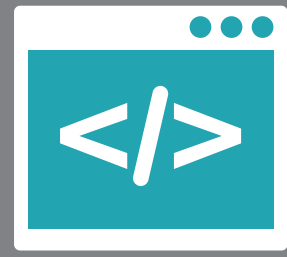


# TOP 10 SEO DO'S AND DON'TS 2016

## CORRECT YOUR ON-PAGE OPTIMIZATION

On-Page optimization includes your contact details, business phone numbers and region-centric keywords, such as specific landmarks and other relevant information. Make sure this information is current and correct.



## CREATE LOCAL PLACES PAGES

Sign up with various search engines like Google, Bing, and Yahoo to enhance your businesses rank in organic searches. If your business has more than one physical location, create a page on your website for each one.



## INCONSISTENT NAP INFORMATION ONLINE

Inconsistencies in your Name, Address, and Phone number on different sites can hinder its ranking and web reputation.



## DONT WRITE OR PAY FOR FAKE REVIEWS

Using or paying for fake reviews can cause perpetual damage to your business online.



## CLAIM AND CORRECT NAP LISTINGS AND CITATIONS

Google MapMaker helps you access correct personal credentials and affirms correct NAP listing.

**NAME  
ADDRESS  
PHONE NO.**

## MISSING CONTACT INFORMATION ON YOUR WEBSITE

Incorrect contact details can lower your site ranking and spoils your online reputation.



## GET SOCIAL

It's vital to build your brand and provide content on social media, as it's a valuable and cost effective way to help local customers find your business online.



## ENCOURAGE REVIEWS!

A steady stream of reviews can help boost your search engine rankings, as well as convert your prospects into customers.



## MAKING YOUR INFORMATION COPY UNNATURAL OR SPAMMY

Stuffing irrelevant or unnecessary keywords can indicate spamming and thus lower your site ranking.



## MISSING RELEVANT CATEGORIES

Listing irrelevant categories on your site can negatively affect site ranking.

