

LOCAL SEO WORKSHEET

MODULE 3: STEP 2

Fill out this form so you have consistent information throughout Google, social media and other important directories that measure your credibility and affect your ranking. If you need further description of a section, see [Google's complete guide here](#).

BUSINESS NAME/TITLE

ADDRESS

PHONE NUMBER

WEBSITE URL

CATEGORIES: IMPORTANT LIST MAIN AREA OF BUSINESS FIRST, SECONDARY SERVICES IF NEEDED AFTER. BEGIN TYPING YOUR SERVICE INTO GOOGLE FORM. IT WILL MAKE SUGGESTIONS. COPY/PASTE YOUR SERVICES HERE FOR USE IN OTHER DIRECTORIES. [Here is a 1.5 minute video if needed](#).

DESCRIPTION: YOUR MAIN VALUE PROPOSITION. MAKE SURE IT IS DESCRIPTIVE OF YOUR OVERALL SERVICES. YOU CAN ALSO PROVIDE THE VPS OF YOUR INDIVIDUAL SERVICES AS SPACE PERMITS.

TAGLINE / SLOGAN

SOCIAL PROFILES

IMAGES: SOME DIRECTORIES (LIKE GOOGLE) WANT YOU TO UPLOAD IMAGES TO THEIR LIBRARY FROM A FOLDER. OTHERS WANT ONLY A URL TO THEM FROM YOUR WEBSITE. PASTE A FEW IMAGE URLS IN HERE FOR EASE OF USE.

ALTERNATE PHONE NUMBERS

FAX NUMBER

CERTIFICATIONS

BRANDS CARRIED

PAYMENT FORMS ACCEPTED

SECURE USER NAME

SECURE PASSWORD