

## Day 13 – Local SEO and Google My Business

**Topic:** Enhancing Local Visibility

We studied **Local SEO**, which helps businesses appear in location-based searches. Mr. Navneet demonstrated Google My Business setup and optimization.

### **Practical Work / Activities:**

- Created a mock Google My Business profile.
- Optimized NAP (Name, Address, Phone) details.
- Studied reviews and local keyword usage.

### **Key Takeaways:**

- Learned how local SEO benefits small businesses.
- Understood map listing and location targeting.
- Gained skills to manage GMB profiles effectively.