In this assignment, you will perform an audit on a local (to you) site and provide recommendations for how that site can improve their presence in local search.

Choose a local site in any of the following categories. Make sure this site has a Google Business Page.

* Florist
* Plumber
* Medical Professional (Dentist, Chiropractor, etc)
* Lessons (music, martial arts, etc)

In a word document, list the business category you chose, the name of the site and the URL. Also note down the Google Business Page URL and if a category is listed.

Analyze the Google Business Page and note down any areas that are not well optimized. Provide specific recommendations for how these areas of their Google Business Page could be improved and as a way of building rapport with your client, you will also want to list the items that are seen as done right with the page. Please refer to the lecture **Google My Business!** for best practices for building a page to help you with your analysis.

Now that you have analyzed the Google Business Page, visit the website of the business. Analyze the website and any areas that are not well optimized according to the lecture **Improving Your Local Visibility.**Do they correctly incorporate the name, address and phone number within the website? Where is this information listed? Is any information missing? Are there additional opportunities for incorporating NAP into the site? List those opportunities.

For the website, check title tags, heading tags, taglines, content, Alt-text of images, and URLs for 3-5 pages of the site and how to optimize each. Write down the current information and how location could be incorporated into each of these elements, where applicable.

Provide a recommendation for how they can incorporate other pages in their site, and how those pages could be optimized for local SEO. Include recommended URL, title tag, H1 and what type of content the page should contain.

 AUDIT :

Amaryllis Fleurs

Florist

<https://amaryllis-fleurs.business.site/>

Business listed as Florist

**Analyze the Google Business Page :**

* Opening hours, address and phone number are all entered correctly, however the lack of reviews does not look good as they are too good.
* The icon for the business is not good.
* There is a lack of good branding on the page.
* The page could be improved with better and more recent photos.

**Analyze the website :**

* The website is simple and also lacks some information. The name, phone number and address are all clearly written but the url lacks optimization as well as the overall page itself.
* Title tags are simple and not developed enough, keyword integration needs to be worked on.

**For the homepage :** <https://amaryllis-fleurs.business.site/>

**Title tags :** « Fleuriste Amaryllis Fleurs » not enough keywords and too simple

**Heading tags :** Good implementation and use of the keywords

**Content :** Reviews, address and business presentation

**Images :** Not enough media. website needs more media

There is only one page on the site, all options lead to a redirect

A new page could be added with the offers inside the shop as well as prices. A blog integration could be a really valuable tool to make the SEO more efficient as well

**Links :**

* Link with local magazines to speak about events/promotions in the shop
* Offer content to bloggers in exchange for link opportunities
* Create a contest in order to create feedback and interaction from customers
* Donate to charity