Local SEO-Site Audit

Lilium Flowers

# Google Business Page Optimization:

The local business which I have choosen has well-developed Google+ page but it lack on some of the key factor which is useful in putting the site on top of the loacal search profiles. Moreover, my client also take orders from out of our local area for event decoration.

My analysis and recommendation for G+ page are as follows:-

### *Keep your hours updated:*

*Lillium Flowers has not updated the business hours specifically on the google page. Time should be mentioned daywise and my client has not mentioned closing time of the business.*

1. *Optimize your description:*

*My client has not provided discription about his business. He should provide the location and various other details such as Speciality, expertise, home-delivery, etc.*

### *Properly categorize your business:*

*Categories provide information to user about the services provide bthe vendor of businessman as in particularly to get specific knowledege about there expertise.*

### *Add photos to your listing:*

*My client has not provided good images. The images provided are downloaded from the google which can be seen and identified by the user at on glance.*

### *Get Google reviews:* Only 17 persons has reviewed my client’s business. More the review ,more will be the rank of the page.

# ***Improving Local Visibility:***

The website of my client has incoprated NAP and has given its local address on every page provided with the link of Gmaps. Every broad aspects of the optimization is covered by the website but some loopholes should be filled for providing it good rank in organic searches.

NAP of client’s website is placed on the required position. Name on the top bar with the heading element and address on the footer of every page of website.

My recommendation are as follow:

1. Your company’s full name:

*Use****Lillium Flower*** *rather than just****LF(abbreviation****) in address, even if your business is known casually around your community as the latter*.

1. Your company’s full address:

*Decide if you’re going to write out your street address as****133 Arjun Nagar, 133 Arjun Ngr.****on your site. Whether you choose to use the full word or the abbreviation, make sure you stick to it when creating social media or directory profiles as well so you’re consistent across the board (more on that later).*

1. Your company’s phone number:

*Just like with your address, there are a few different ways to write your phone number. Whether you choose****(+91)xxxxxxxx or xxxxxxxx****, it’s important to use that phone number format every time you put your phone number anywhere on the web*.

# Website Optimizations:

Optimization of the website’s Title, URL, H1 element and Content are as follows:

A) Homepage:

1. Title: lilium flowers ( Name of business)
2. URL: <https://liliumflowers.in/>
3. H1 Element: Bouquet, Gift collection(link), Combos(link), etc.
4. Content: It should provide information about the buisness and link of various pages. Moreover it should incoparate with **NAP**.

B) Page-1:

1. Title: Gift Collections
2. URL: <https://liliumflowers.in/index.php?route=product/category&path=119>
3. H1 Element: Choclate, sales on gift item, Free packing, etc.
4. Content: It should give gift item images and provide the information about prices and discount. Images should be catchy and ALT description of the images should use keywords.

C) Page-2:

1. Title: Combos
2. URL: <https://liliumflowers.in/index.php?route=product/category&path=120>
3. H1 Element: Combos of our choices, Flower Combos, Gift Combos, etc.
4. Content: This page should provide all the price listings and the offers available about the combos. Moreover NAP should be placed at right place. It should give description about every item used to made combos.

C) Page-3:

1. Title: Feedback
2. URL:<https://liliumflowers.in/index.php?route=product/category&path=121>
3. H1 Element: None or Provide us with your valuable feedback, etc.
4. Content: As this website has local page also so we should ask our users to provide there valuable feedback to us and also give them link of our socials profiles at every page.

# Link gaining opportunities:

This business can develop the link gaining opportunities through the following practices:

1. Guest posts

2. Public relations

3. Skyscraper content

4. Compile a resource

5. taking part in web-comopetitions.

**-** GAURAV TODWAL

*-* Assignment-2(Local SEO)