

LOCAL SEO GUIDE

for <http://www.jakesfakeplumbingcalgary.ca>

Below is your customized onsite optimization guide for <http://www.jakesfakeplumbingcalgary.ca>! Follow the instructions in each step to optimize your website for local SEO.

Do you need help with your local business's online marketing? [Visit our website](#) to learn how we can help you attract more customers with search engine marketing.

GENERAL OPTIMIZATIONS

Canonicalization

Overview: At times a website will render for multiple variations of one domain name or URL. If this happens the authority of the page is split between the variations, when ideally the authority would be consolidated into one page. For more information on canonical URLs visit this [Google Support Thread](#).

Directions: Canonicalize the website by [301 redirecting](#) (a permanent redirect) all versions of the site to: <http://www.jakesfakeplumbingcalgary.ca>.

For example, other versions could include:

- <http://www.jakesfakeplumbingcalgary.ca/index.html>
- <http://www.jakesfakeplumbingcalgary.ca/index.htm>
- <http://www.jakesfakeplumbingcalgary.ca/Index.htm>
- <http://www.jakesfakeplumbingcalgary.ca/home.php>
- <http://www.jakesfakeplumbingcalgary.ca/home>
- <http://www.jakesfakeplumbingcalgary.ca/default.asp>
- <http://www.jakesfakeplumbingcalgary.ca/default.aspx>
- <http://www.jakesfakeplumbingcalgary.ca/default.html>

Ensure your website doesn't render for other Top Level Domains (TLDs) such as .ca, .com, .org, .net, etc.

The [Redirect Checker Tool](#) can be used to test redirections on your website. Simply enter the URL you would like to test, and click "Check Redirects". Be cautious of 302 Redirects (temporary redirects), which function the same way as a 301 redirect but do not transfer authority in the same way.

Additionally, for WordPress users, you can 301 redirect your site through a [Wordpress plugin](#) or the [.htaccess file](#).

Robots.txt

Overview: As a webmaster you have the ability to control how search engines "see" or "index" your website. A notable technique for allowing or restricting search engine spiders is the robots.txt file.

Directions: Check your robots.txt file at:

- <http://www.jakesfakeplumbingcalgary.ca/robots.txt>

Ensure the robots file is set to allow search engine spiders or "crawlers" to index the key sections of your website.

```
User-agent: * (the star represents all search engines)
Disallow: (represents pages blocked from being indexed)
Allow: (represents pages not blocked from being indexed)
```

If one does not exist, a robots.txt file can be created using a text editor such as [TextEdit](#). It should then be uploaded to the [website's root directory](#). For Wordpress, the file should read something like:

```
User-agent: *
Disallow: /wp-admin/
Disallow: /wp-includes/
```

Sitemaps & KML Files

KML FILE & GEOSITEMAP

Overview: A Keyhole Markup Language (KML) file is a simple file format for storing a business's geographic information.

Directions: Visit www.geositemapgenerator.com to create your KML file. Simply follow the instructions on the page. Then upload the KML file to the root directory of your website.

XML SITEMAP

Overview: It is commonly used to alert search engines to the location of pages on a website.

Directions: Websites developed in raw HTML and CSS can use the [XML Sitemap Generator](#) to create their sitemap. It then needs to be uploaded to the website's root directory.

Wordpress users have access to a number of free plugins to create an XML sitemap. We suggest [Google XML Sitemaps Generator](#).

Ensure the sitemap is located at: <http://www.jakesfakeplumbingcalgary.ca/sitemap.xml>. [Submit the sitemap to Google Webmasters](#) once it's been created.

HOMEPAGE

Meta Title

Overview: The meta title tag is one of the most important onsite SEO items for a webmaster to optimize. It acts as the title of a web page, displays as the blue highlighted text in Google's search results and is an important element of Google's search algorithm.

Directions: Change the homepage title tag to the following:

```
<title>Calgary Plumber | Furnace Repair & Plumbers in Calgary AB | Jake's  
Plumbing Services</title>
```

Change the title tag above to make sense if necessary. Ensure you don't repeat the city name more than twice. If the city or keyword is also in name of your business, omit the keyword so that it isn't too repetitive. Tweak it to make it work for you.

Meta Description

Overview: The meta description is another important onsite SEO item for a webmaster to optimize. It acts as the description of a web page, displays below a website's link in Google's search results and when well written, increases a web page's Click Through Rate (CTR).

Directions: Change the homepage meta description to the following:

Service

```
<meta name="description" content="Professional Plumber services in Calgary,  
Alberta. Jake's Plumbing Services specializes in Furnace Repair, Hot Water  
Tanks & more." />
```

Given the restrictions of the tool, some tweaks to the description may be required. Some things to consider and/or add:

- Your meta description should be less than 156 characters. If longer than 156 characters the description will truncate in Google's search results, appearing with a ...
- Incorporate keywords used in your meta title tag in your meta description.
- If it contains fewer than 156 characters, attempt to add secondary keywords.
- Ensure it is logical and flows nicely. It should read like ad copy as opposed to being stuffed with keywords.

Meta Data

Overview: Additional forms of meta data are available for webmasters to optimize. Elements such as a website's region, city, geographic coordinates, and copyright information can be incorporated into a web page.

Directions: Add the following meta data to the website's home page in between it's <head> tags.

```
<meta name="geo.region" content="CA-AB" />
<meta name="geo.placename" content="Calgary, Alberta" />
<meta name="copyright" content="Jake's Plumbing Services" />
```

For HTML and CSS websites, this meta data will need to be hard coded. For WordPress users, meta data can be inserted into the header.php file or customized using the [All-In-One SEO Pack Plugin](#).

Homepage Optimization

Overview: A home page is the most important page on a website. It typically has the most authority and therefore stands the best chance of ranking highly for your target keywords. In most cases the number of keywords a home page can be optimized for is 3-5.

Directions: Using the suggestions below, optimize your home page's content to target your desired keywords and phrases.

HEADING

Overview: In HTML programming – headings - also referred to as H1 – H6 tags, are typically designated as headlines on a web page. As with meta titles, search engines use H1 tags to determine the context of the information on a web page.

Directions: Change the homepage H1 tag (or H2 tag, whichever looks best or is currently being used) to the below H1 tag. Ensure only ONE H1 tag is on the home page.

```
<h1>[ DESCRIPTOR WORD(S) ] Calgary Plumber</h1>
```

As with other section, ensure you review the headline. It should be logical and attempt to include the primary keywords you are targeting in your local SEO campaign. Make tweaks if needed. Some things to consider and/or add:

- Add descriptor words to make it more human readable, for example; *Professional Calgary Plumber*.
- Always include your primary keyword.
- Add your province/state if it doesn't detract from the title.
- Do not use more than one H1 tag on the homepage.
- You can use an H2 tag if the design or CSS requires it, but then there should only be one H2 tag.

SUBHEADING

Overview: In HTML programming – headings - also referred to as H1 – H6 tags, are typically designated as headlines on a web page. As with meta titles, search engines use H1 tags to determine the context of the information on a web page.

Directions: Change/add the homepage subheading to read as below. It is recommended you use a H2 or H3

tag, whichever works best or is currently programmed in the website.

```
<h3>Calgary Plumber [DESCRIPTOR WORD(S)]</h3>
```

Once again, you will have to tweak the above heading to work for you. Some things to consider and/or add:

- Add descriptor words to make it more human readable, for example; *Quick & Efficient Plumbing Company in Calgary, Alberta.*
- You can include your secondary keyword or your primary plural keyword if it is a better fit.
- Add your province/state if it works.

CONTENT

Consider adding the following to your homepage content:

- A bolded city/keyword combo.
- Mentions of the city and province/state.
- Keyword anchor text links to internal pages (up to 5-ish).

Image Optimization

Overview: Images play an important role in website design, typically as the visual elements on a page.

However, search engines can also spider images, and use image attributes to draw a better understanding of what the image likely represents. In an SEO context we focus on two attributes, the image Alt and Title.

Directions: Add the following alt and title attributes to images on the website's home page:

Add to one image:

```
alt="Calgary Plumber" title="Calgary Plumber"
```

Add to another image:

```
alt="Furnace Repair in Calgary" title="Furnace Repair in Calgary"
```

Image file name:

```
"Calgary Plumber".jpg
```

Consider the following tips when adding images to your website:

- Include keywords and location terms in the image filenames, especially on your home page.
- Try to optimize your images for smaller file sizes to reduce your webpage load time.
- All images on your website should include alt and title tags, not just on the home page.

INTERNAL PAGES

Overview: So far in the guide we've focused primarily on the home page as it typically has the most authority and plays a central role in a website's local SEO rankings, however, we cannot neglect internal pages, especially when attempting to optimize for secondary and long tail keywords.

Directions: Update the following internal pages on your site as outlined below. This guide was created assuming your website has a page for each keyword. It also assumes each keyword represents a product or service your company sells. You will also have to tweak the meta descriptions of each page.

- If a page for each keyword does not exist on your website it is recommended that one be created and optimized using the process outlined below.
- For WordPress users, the [SEO Smartlinks plugin](#) can be used to quickly add links to internal pages as opposed to manually adding them.
- Customize the plugin to include only 3 links per page, as you don't want your site to appear spammy or detract from a user's experience.
- If your website wasn't developed with WordPress, create links on the internal pages to other pages on your website using keyword rich anchor text.

Internal Page Optimizations

FURNACE REPAIR PAGE

URL Structure

<http://www.jakesfakeplumbingcalgary.ca/services/Calgary-Furnace-Repair>

Title tag:

```
<title>Calgary Furnace Repair | Furnace Repair in Calgary Alberta | Jake's Plumbing Services</title>
```

Meta Description:

```
<meta name="description" content="Calgary Furnace Repair services at Jake's Plumbing Services include [ADD SERVICE BENEFITS]." />
```

Heading (Can use H1, H2, or H3 – whatever fits/looks best):

```
<h3>Calgary Furnace Repair</h3>
```

Add to one image:

```
alt="Calgary Furnace Repair" title="Calgary Furnace Repair"
```

Content:

Modify the content and add a reference to the keywords you are attempting to target. As a rule of thumb it is

recommended that at least 300 words of content be written for each page. Lastly, add internal links to relevant keywords.

HOT WATER TANKS PAGE

URL Structure

<http://www.jakesfakeplumbingcalgary.ca/products/Calgary-Hot-Water-Tanks>

Title tag:

```
<title>Calgary Hot Water Tanks | Hot Water Tanks in Calgary Alberta | Jake's Plumbing Services</title>
```

Meta Description:

```
<meta name="description" content="Buy Hot Water Tanks & more at Jake's Plumbing Services in Calgary, Alberta." />
```

Heading (Can use H1, H2, or H3 – whatever fits/looks best):

```
<h3>Calgary Hot Water Tanks</h3>
```

Add to one image:

```
alt="Calgary Hot Water Tanks" title="Calgary Hot Water Tanks"
```

Content:

Modify the content and add a reference to the keywords you are attempting to target. As a rule of thumb it is recommended that at least 300 words of content be written for each page. Lastly, add internal links to relevant keywords.

HVAC SERVICES PAGE

URL Structure

<http://www.jakesfakeplumbingcalgary.ca/services/Calgary-HVAC Services>

Title tag:

```
<title>Calgary HVAC Services | HVAC Services in Calgary Alberta | Jake's Plumbing Services</title>
```

Meta Description:

```
<meta name="description" content="Calgary HVAC Services services at Jake's Plumbing Services include [ADD SERVICE BENEFITS]." />
```

Heading (Can use H1, H2, or H3 – whatever fits/looks best):

```
<h3>Calgary HVAC Services</h3>
```

Add to one image:

```
alt="Calgary HVAC Services" title="Calgary HVAC Services"
```

Content:

Modify the content and add a reference to the keywords you are attempting to target. As a rule of thumb it is recommended that at least 300 words of content be written for each page. Lastly, add internal links to relevant keywords.

CONTACT PAGE

Schema.org

Overview: Schema is a form of web markup that helps search engines better understand information on a web page. In the case of local businesses, schema (found on Schema.org) provides a collection of code snippets webmasters can use to "mark up" location information in ways recognized by major search engines. This removes the guess work for search engines and allows them to better understand the context of the information on your web page.

Directions: Add the following contact information (in Schema.org markup) to your website's contact page. This can be completed by simply copying and pasting the information below into your website. However, if you aren't able to modify your website, it may be best to have your web developer take care of this for you as additional formatting may be required.

```
<div itemscope itemtype="http://schema.org/LocalBusiness"><span
  itemprop="name">Jake's Plumbing Services</span> - <span
  itemprop="description">Calgary Plumber</span><br /><span itemprop="address"
  itemscope itemtype="http://schema.org/PostalAddress"><span
  itemprop="streetAddress">11 Pipe Avenue</span> <span
  itemprop="addressLocality">Calgary</span>, <span
  itemprop="addressRegion">AB</span></span> <span itemprop="postalCode">1A2
  B3C</span> Phone: <span itemprop="telephone">(555) 555-5555</span> Fax: <span
  itemprop="fax">(555) 555-6666</span> </div>
```

If you really want to take your schema game to the next level, [check out this schema library](#) for markup specific to industry.

Google Map

Overview: Google Maps provides directions, interactive maps, and satellite/aerial imagery of many countries, businesses and locations. Google Maps may be embedded into a website's contact page, and provide directions to potential customers.

Directions: The first step is to embed a Google Map on the website's contact page. Start by [getting the embed code from Google Maps](#). Ensure your business name appears in the search field rather than your address, this way your company name will appear on the embedded map.

The map should appear below the contact information. You may need to adjust the dimensions according to your website design specifications.

Review Profile Links

Overview: Attracting positive reviews online can be a challenge. However, one way to keep reviews top of mind is to include links to your review profiles on your website's contact page.

Directions: Add the following review links to your website's contact page – typically below your business's contact information. Some styling may be required.

```
<h2>Calgary Plumber Reviews</h2>
<p>See reviews from our happy customers or leave us a review at one of the
sites below:<br />
<ul>
<li><a href="https://plus.google.com/+InboundinteractiveCa">Calgary Plumber
Reviews on Google+</a></li>
<li><a href="[YOUR YELP PAGE LINK]">Yelp Reviews</a></li>
</ul>
</p>
```

SIDEBAR OR FOOTER

Name, Address & Phone Number (NAP)

Overview: A business's Name, Address and Phone Number, also known as a business's NAP, should appear on every page of the website. In most cases, since the website's sidebar and footer is consistent from page to page, they are ideal locations to embed NAP information.

Directions: Add the contact information to the website's footer so it appears on every page. Add `
` tags as necessary.

```
<div itemscope itemtype="http://schema.org/LocalBusiness"> <span
itemprop="name">Jake's Plumbing Services</span> - <span itemprop="address"
itemscope itemtype="http://schema.org/PostalAddress"> <span
itemprop="streetAddress">11 Pipe Avenue</span>, <span
itemprop="addressLocality">Calgary</span>, <span
itemprop="addressRegion">AB</span> <span itemprop="postalCode">1A2 B3C</span>
Phone: <span itemprop="telephone">(555) 555-5555</span> Fax: <span
itemprop="fax">(555) 555-6666</span></span></div> </div>
```

G+ Local Page Link

Overview: Google+ Local Pages are designed for businesses that serve a local clientele. They are automatically created when a business creates a [Google My Business](#) account.

Directions: Add a link to your Google+ Local Business page within your website's footer. It is also important to include a link to your Google+ page beside the rest of your social media links.

```
<a href="https://plus.google.com/+InboundinteractiveCa"
"rel=publisher">Jake's Plumbing Services's Google+ Page</a>
```

GOOGLE MY BUSINESS

Overview: Google My Business is Google's local business directory. It allows local business owners to create, and verify a local profile which includes contact details, address, photos, web information, and more.

Google My Business is an important component in building a business's local SEO profile, as it contributes directly to a website's ranking in Google's local search results.

Directions: Visit [Google.com/Business](https://www.google.com/Business) to create a Google My Business account for your business.

LOCAL LINK BUILDING

Overview: Links or hyperlinks are the connective tissue of the web. They are the clickable, typically underlined, text that connect web pages together.

In addition to being used for navigating between pages on the web, links are also used by search engines to assess the quality and authority of a website. All things being equal, the website with the most links will rank the highest in Google's search results. You can think of it like a complex voting system, where the website with the most links wins!

Directions: Finding quality links can be a challenge. It is the most difficult part of any SEO consultant's job. Below is a list of search queries (queries you can search in Google) you can use to find link opportunities through directories, guest blogging and sponsorship opportunities for your industry.

Remember, link building is about finding quality links. Securing 2-5 links can be enough to move your website into one of the top positions in Google's search results.

Guest Blogging

Guest blogging is the process of writing articles for established websites and blog. Most webmasters will accept content if they perceive it as being valuable to their audience. For more information, check out [this article on guest blogging](#).

- Plumber + intitle:"write for us"
- Plumber + intitle:"guest post"
- Plumber + intitle:"submit" + inurl:blog
- Plumber + intitle:"contribute to"
- Plumber + intitle:"submit" + inurl:blog

Directories

The web has tens of thousands of directories which categorize and list businesses from across the world. Some directories are low quality, we want to avoid those. However, some are high quality, specific to your industry and provide a great experience for their users - those are the ones in which you want to include your business. For more information on accessing the quality of a directory [check out this article](#).

- Plumber + intitle:"directory"
- Plumber + intitle:"member directory"
- Plumber + intitle:"member directory"

Sponsorships

Sponsoring a website, not for profit organization or local university or college is another excellent way to receive a backlink to your website. In most cases, local businesses that have operated in an area for several years, will rank at the top of Google's search results almost exclusively because of their sponsorship links. For more ideas on sponsorship link building [check out this blog](#).

- Plumber inurl:sponsors
- "Plumber" sponsor charity
- Plumber "our supporters"
- Plumber "become a sponsor"

FACEBOOK PAGE

Overview: Facebook is the most popular social media website in the world. It has over 1-billion users and is growing every day. For local businesses, Facebook also acts as an important citation source. Much like you can add your business information to a directory, you can also add your business information to a Facebook page.

Directions: If you have a Facebook page, simply navigate to the page, click About > Page Info > Address and fill in the following address:

- 11 Pipe Avenue
- Calgary, Alberta
- 1A2 B3C

TOP CITATION SOURCES

Overview: A citation is a reference to a business's Name, Address and Telephone number on the web. A citation can be structured, such as a listing in an online directory like the YellowPages, or unstructured, such as a reference to your business in a blog article. Just as Google evaluates links, it also evaluates the quality of citation sources. Some citation sources are viewed more highly by Google and are therefore more important. Additionally, citation sources differ quite dramatically from country to country and industry to industry.

Directions: Below are the top citation sources for your country. Visit each one of the websites to ensure your business information is included, and is accurate. The information should be an exact match across all of the directories; if it isn't the listing should be corrected.

In the case where a listing cannot be found for your business, it is recommended that you create an account and manually submit one.

Canada:

- YellowPages.ca
- Industry Canada
- 411.ca
- Yelp.ca
- Facebook
- Bing Places
- WebLocal.ca
- GoldBook.ca
- n49.ca
- HotFrog.ca

To find additional citations for your company visit the [Top Local Citation Sources by Country](#) resource. Further, a list of industry specific citation sources was developed by Moz, visit their [Top Local Citations by Category](#) resources for even more citation opportunities.