

# SEO Quick Wins for Local Business

Plain-English steps you can take this week to start showing up in search.

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You do not need an SEO agency to make meaningful progress in local search. These are the highest-leverage moves Directive recommends to every small-business client in their first 30 days.

## Claim and complete your Google Business Profile

- Verify ownership at [google.com/business](https://google.com/business); add accurate hours, address, phone, and website.
- Pick the most specific primary category that describes what you do.
- Upload at least 10 high-quality photos: storefront, team, work samples, interior.
- Ask happy customers for honest reviews — and reply to every one, positive or negative.

## Tighten on-page basics

- Put your city/region in the page <title> for every location-specific page.
- Write one clear H1 per page that names the service and the area you serve.
- Add structured data (LocalBusiness, Service, FAQPage) so search engines understand the page.
- Make sure your Name, Address, and Phone (NAP) appear in the footer of every page.

## Build local citations and backlinks

- List your business on Bing Places, Apple Maps, Yelp, and your local Chamber of Commerce.
- Make sure your NAP is identical across every directory listing.
- Sponsor or partner with a local nonprofit or event for a natural inbound link.
- Publish at least one helpful blog post per month answering a question your customers actually ask.

*Need help putting any of this in motion? Call Directive Technology at (607) 433-2200 or visit [directive.com](https://directive.com) to schedule a free consultation.*