

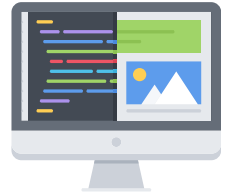
# THE ULTIMATE **SEO** CHECKLIST FOR PAVING COMPANIES



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## On Page:

- Pages for each service / main cities
- Optimize Titles, H1s, URLs, Images, Etc.
- Unique content for all pages



## GMB

- Claim & Optimize Maps
- Add to YEXT or some other citation management platform
- Add to major data aggregators
- Put system in place for driving online reviews
- Add new citations on an ongoing basis



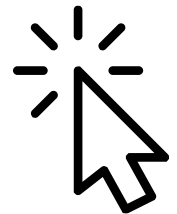
## Ongoing Content:

- Push new blog post out and syndicate via signal engine



## Signals Leveraged

- Expertise, Authority & Trust
- Multiple do-follow links back to clients website, GMB listing & internal pages on the client site
- Multiple Map Embeds
- Fresh content on the client site



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