

30 DAYS TO LOCAL GOOGLE DOMINATION

**A Local Search Optimization
Roadmap for Hypnotists**

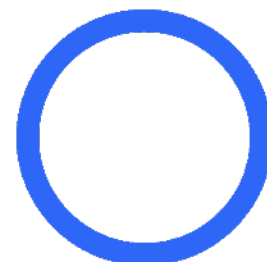
Harry Pierce CPHI

HEROSJOURNEYHYPNOSIS.COM

Ranking Factors

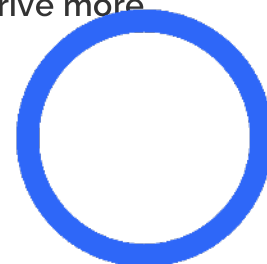
GOOGLE LOOKS FOR A VARIETY OF FACTORS WHEN DETERMINING THE RELEVANCE AND AUTHORITY OF A LOCAL LISTING. SOME OF THE KEY FACTORS THAT GOOGLE LOOKS FOR INCLUDE:

1. **Accurate and consistent business information:** Google wants to ensure that local listings contain accurate and up-to-date information, such as the business name, address, phone number, and website. Consistency is also important, as Google wants to ensure that the same business information is used across all platforms and directories.
2. **Relevance and proximity:** Google wants to ensure that the local listing is relevant to the search query and that the business is physically located near the user. This is why it's important to include the city and state in the title tags, meta descriptions, and on-page content of the business website.
3. **Positive customer reviews:** Google values customer reviews as a signal of the business's credibility and reputation. Therefore, businesses with more positive reviews are likely to rank higher in local search results.
4. **Quality and authority of the business website:** Google wants to ensure that local listings have a high-quality and authoritative website. This includes having a fast loading speed, being mobile-friendly, and having relevant and valuable content.
5. **Citations and backlinks:** Google values citations and backlinks as a signal of the business's authority and relevance. Therefore, businesses that are listed on local directories and have backlinks from other websites are likely to rank higher in local search results.
6. **Google My Business optimization:** Google My Business is a free tool that allows businesses to manage their online presence across Google, including Search and Maps. Google looks for businesses that have verified and optimized their Google My Business listing with accurate information, photos, and customer reviews.



Action Plan:

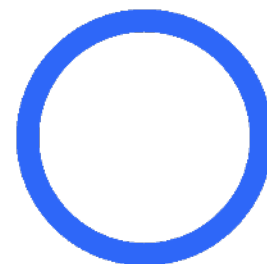
1. **Verify and Optimize Google My Business Listing:** Ensure that the business's Google My Business listing is verified and up-to-date with accurate information, including the business name, address, phone number, and website. Also, add photos, business hours, and services offered to the listing.
2. **Optimize Website for Local SEO:** Optimize the business website for local SEO by including the city and state in the title tags, meta descriptions, and on-page content. Also, ensure that the website is mobile-friendly and has a fast-loading speed.
3. **Build Citations and Local Backlinks:** Build citations and local backlinks to the business website by listing it on local directories and getting reviews from satisfied customers on sites like Yelp, TripAdvisor, and Google.
4. **Use Targeted Keywords:** Use targeted keywords such as "hypnotist" and "hypnotherapy" in the website content, meta tags, and alt tags, making sure that they are used in a natural and relevant way.
5. **Utilize Google Posts:** Use Google Posts to share updates, events, and promotions to the business's Google My Business listing, which will help to increase its visibility in local search results.
6. **Monitor and Track Results:** Monitor the business's local search rankings, website traffic, and customer reviews regularly, and track the results of the optimization efforts. Make adjustments as needed to improve the rankings and visibility.
7. **Encourage customer reviews and respond to them:** Encourage customers to leave reviews on sites like Google, Yelp and TripAdvisor. Respond to reviews, both positive and negative, in a timely and professional manner.
8. **Use Schema Markup:** Use schema markup on the business website to help search engines understand the content on the website, which will help to increase its visibility in local search results.
9. **Optimize social media profiles:** Optimize the business's social media profiles by including the business name, address, phone number, and website, as well as by regularly posting relevant, high-quality content.
10. **Invest in Local Paid Advertising:** Invest in local paid advertising, such as Google AdWords and Facebook ads, to increase visibility and drive more traffic to the business website.



THESE ARE SOME OF THE KEY STEPS THAT A LOCAL SEARCH OPTIMIZATION JEDI WOULD RECOMMEND FOR GETTING A BUSINESS TO RANK AT THE TOP OF LOCAL SEARCHES FOR HYPNOTISTS. HOWEVER, THERE ARE OTHER TACTICS THAT CAN ALSO BE USED TO IMPROVE THE VISIBILITY OF THE BUSINESS IN LOCAL SEARCH RESULTS, SUCH AS:

- Creating and publishing high-quality, relevant content on the business website, such as blog posts or case studies, that will attract backlinks and social shares.
- Building relationships with other local businesses and organizations, such as by participating in local events or networking groups, which can lead to backlinks and citations.
- Optimizing the business's Google Maps listing by including relevant keywords and categories, and by getting reviews from satisfied customers.
- Utilizing Google Tag Manager and Google Analytics to track and analyze the performance of the business's website and local search optimization efforts.

THESE ARE JUST A FEW EXAMPLES OF ADDITIONAL TACTICS THAT CAN BE USED TO IMPROVE LOCAL SEARCH RANKINGS FOR HYPNOTISTS. HOWEVER, IT IS IMPORTANT TO NOTE THAT THE MOST EFFECTIVE APPROACH WILL DEPEND ON THE SPECIFIC BUSINESS AND ITS TARGET AUDIENCE, SO IT'S IMPORTANT TO WORK WITH A LOCAL SEARCH OPTIMIZATION EXPERT WHO CAN TAILOR THE STRATEGY ACCORDINGLY.



30-Day Roadmap for Hypnotists:

Day 1–7 Checklist

(Google Local Padawan)

Verify and Optimize Google My Business Listing

- ☐ VERIFY THE BUSINESS'S GOOGLE MY BUSINESS LISTING BY FOLLOWING THE VERIFICATION STEPS PROVIDED BY GOOGLE

- ☐ ENSURE THAT THE BUSINESS NAME, ADDRESS, PHONE NUMBER, AND WEBSITE ARE ACCURATE AND UP-TO-DATE

- ☐ ADD HIGH-QUALITY PHOTOS OF THE BUSINESS, ITS PRODUCTS/SERVICES, AND STAFF

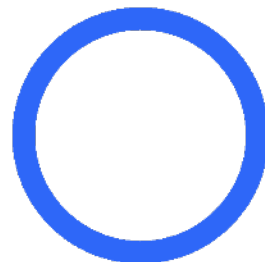
- ☐ ADD BUSINESS HOURS AND SERVICES OFFERED TO THE LISTING

- ☐ CREATE A CREATIVE AND CATCHY BUSINESS DESCRIPTION

DAY 1 TO 7 NOTES:

INCLUDING THE CITY AND STATE IN THE TITLE TAGS, META DESCRIPTIONS, AND ON-PAGE CONTENT OF YOUR BUSINESS WEBSITE CAN HELP TO IMPROVE ITS VISIBILITY IN LOCAL SEARCH RESULTS. HERE ARE A FEW TIPS ON HOW TO INCLUDE THE CITY AND STATE IN THESE ELEMENTS. WE'LL BE FOCUSING ON THIS IN NEXT WEEK'S CHECKLIST.

- **Title tags:** The title tag is the text that appears in the browser tab when a webpage is open. It's also the text that's used as the clickable headline for a webpage in the search engine results. When optimizing the title tag for local SEO, include the business name, followed by the city and state. For example: "Hypnotist | City, State"
- **Meta descriptions:** The meta description is the text that appears below the title tag in the search engine results. It's used to provide a brief summary of what the webpage is about. When optimizing the meta description for local SEO, include the city and state in the text, as well as a brief description of the business and its services. For example: *"Experience the benefits of hypnotherapy in City, State with our expert hypnotist. Schedule your appointment today."*
- **On-page content:** The on-page content of your website should also include the city and state in a natural and relevant way. This includes the main content of the webpage, such as the heading and body text. Use the city and state in the context of the content, for example, *"Our hypnotherapy services are available in City, State"*
- **URLs:** Make sure that your URLs also include the city and state in them. For example, "yourwebsite.com/city-state/services"

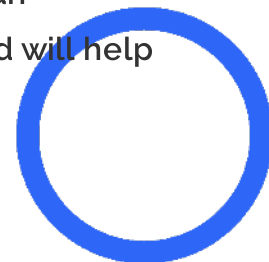


DAY 1 TO 7 NOTES CONTINUED:

IT'S IMPORTANT TO NOTE THAT INCLUDING THE CITY AND STATE IN THESE ELEMENTS SHOULD BE DONE IN A NATURAL WAY, AS KEYWORD STUFFING IS NOT A GOOD PRACTICE AND GOOGLE MAY PENALIZE THE WEBSITE. ADDITIONALLY, IT'S IMPORTANT TO MAKE SURE THAT ALL THE INFORMATION ON THE WEBSITE IS ACCURATE, CONSISTENT AND UP-TO-DATE.

CREATING A CREATIVE AND CATCHY BUSINESS DESCRIPTION IS AN IMPORTANT STEP IN BUILDING AN EFFECTIVE LOCAL SEO STRATEGY. A GOOD BUSINESS DESCRIPTION CAN HELP TO ATTRACT CUSTOMERS AND IMPROVE VISIBILITY IN LOCAL SEARCH RESULTS. HERE ARE A FEW TIPS TO CREATE A CREATIVE AND CATCHY BUSINESS DESCRIPTION:

1. **Keep it short and sweet:** A business description should be brief and to the point. Use simple, clear language and avoid using jargon or technical terms.
2. **Use keywords:** Include relevant keywords that describe your business and its services in the business description. This will help search engines to understand what your business is about and will make it easier for customers to find you.
3. **Make it unique:** Make sure your business description stands out from the competition. Use a unique tone, voice or story to describe your business that reflects your brand and makes you stand out.
4. **Use storytelling:** Use storytelling techniques to create an emotional connection with your potential customers. Describe the problem you solve, how you do it, and the benefits your customers will gain.
5. **Use a call to action:** Include a call to action (CTA) in your business description, such as "Visit our website," "Call us now," or "Book an appointment." This will encourage customers to take action and will help to drive more traffic to your website.



6. Be creative and catchy: Use creative and catchy phrases that will grab the attention of potential customers. Be memorable and make your business stand out.
7. Use humor: Humor can be a great way to make your business stand out and be memorable. Use it wisely and make sure it aligns with your brand
8. Keep it updated: Make sure to regularly review and update your business description to ensure that it is accurate and relevant.

BY KEEPING YOUR BUSINESS DESCRIPTION SHORT, SWEET, UNIQUE, AND KEYWORD-RICH, AND BY USING STORYTELLING AND A CALL TO ACTION, YOU CAN CREATE A CREATIVE AND CATCHY BUSINESS DESCRIPTION THAT WILL HELP TO ATTRACT CUSTOMERS AND IMPROVE VISIBILITY IN LOCAL SEARCH RESULTS.



Day 8-14 Checklist

(Google Local Jedi Knight)

Optimize Website for Local SEO

- ☐ CONDUCT A WEBSITE AUDIT TO ENSURE THAT IT IS MOBILE-FRIENDLY AND HAS A FAST LOADING SPEED

- ☐ OPTIMIZE THE WEBSITE'S TITLE TAGS, META DESCRIPTIONS, AND ON-PAGE CONTENT BY INCLUDING THE CITY AND STATE, AND TARGETED KEYWORDS SUCH AS "HYPNOTIST" AND "HYPNOTHERAPY"

- ☐ USE SCHEMA MARKUP TO HELP SEARCH ENGINES UNDERSTAND THE CONTENT ON THE WEBSITE

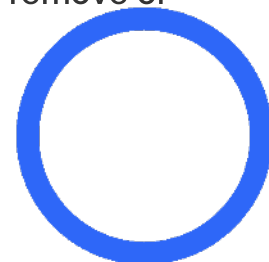
- ☐ UPDATE THE WEBSITE'S FOOTER WITH PRIMARY CATEGORY, GOOGLE ADDRESS, GOOGLE PHONE, & GOOGLE HOURS

- ☐ OPTIONAL: ADD DEDICATED LOCATION PAGES

DAY 8 TO 14 NOTES:

CONDUCTING A WEBSITE AUDIT TO ENSURE THAT IT IS MOBILE-FRIENDLY AND HAS A FAST LOADING SPEED IS AN IMPORTANT STEP IN OPTIMIZING YOUR WEBSITE FOR LOCAL SEO. HERE ARE A FEW STEPS TO CONDUCT A WEBSITE AUDIT:

1. **Check mobile-friendliness:** Use Google's Mobile-Friendly Test tool to check if your website is mobile-friendly. This tool will analyze the page and provide a report on whether it is mobile-friendly and if there are any issues that need to be fixed.
2. **Check loading speed:** Use Google's PageSpeed Insights tool to check the loading speed of your website on both desktop and mobile devices. The tool will provide a report with suggestions for how to improve the loading speed, such as compressing images and minifying code.
3. **Analyze the website structure:** Check the website structure and navigation to ensure that it is easy for users to find the information they need. Make sure that the navigation is clear and intuitive, and that the main pages are easily accessible.
4. **Check for broken links:** Use a tool like Check My Links to check for broken links on the website. Broken links can negatively impact the user experience and search engine rankings.
5. **Check for crawl errors:** Use Google Search Console to check for crawl errors on the website. Crawl errors can prevent search engines from properly indexing the website, so it's important to fix them as soon as possible.
6. **Check for duplicate content:** Use a tool like Siteliner to check for duplicate content on the website. Duplicate content can negatively impact search engine rankings, so it's important to identify and remove or rewrite any duplicate content on the website.



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7. **Check for schema markup:** Check if the website is using schema markup, which is a type of code that helps search engines understand the content on a website. Schema can be used to mark up information such as business name, address, phone number, and reviews.
 8. **Check for on-page SEO:** Verify that your website has good on-page SEO by checking for proper use of title tags, meta descriptions, header tags, and keyword usage throughout the website.
 9. **Check for security:** Verify that the website has an SSL certificate and that it is being served over HTTPS. This will ensure that the website is secure and will prevent any security warnings from appearing when users visit the website.

AFTER CONDUCTING THE WEBSITE AUDIT, PRIORITIZE THE ISSUES THAT NEED TO BE FIXED AND CREATE A PLAN TO ADDRESS THEM. KEEP IN MIND THAT WEBSITE OPTIMIZATION IS AN ONGOING PROCESS, SO IT'S IMPORTANT TO REGULARLY CHECK FOR NEW ISSUES AND CONTINUE TO IMPROVE THE WEBSITE'S PERFORMANCE.

SCHEMA MARKUP IS A TYPE OF CODE THAT HELPS SEARCH ENGINES UNDERSTAND THE CONTENT ON A WEBSITE. BY USING SCHEMA MARKUP, YOU CAN PROVIDE ADDITIONAL INFORMATION ABOUT YOUR BUSINESS, SUCH AS THE BUSINESS NAME, ADDRESS, PHONE NUMBER, AND REVIEWS, WHICH CAN HELP SEARCH ENGINES DISPLAY THIS INFORMATION IN THE SEARCH RESULTS. HERE ARE THE STEPS TO USE SCHEMA MARKUP TO HELP SEARCH ENGINES UNDERSTAND THE CONTENT ON THE WEBSITE:

1. **Identify the type of schema markup to use:** There are many types of schema markup available, such as Local Business, Organization, and Review. Identify the type of schema markup that is most relevant to your business and the information you want to provide to search engines.



2. **Generate the schema markup code:** Use a tool such as Google's Structured Data Markup Helper or Schema.org to generate the schema markup code. These tools will guide you through the process of creating the code and will provide examples of how to use the code on your website.
3. **Implement the schema markup code:** Once you have generated the schema markup code, add it to the appropriate pages on your website. The code should be added to the HTML of the page, typically in the header or footer
4. **Test and validate the schema markup:** Use Google's Structured Data Testing Tool to test and validate the schema markup code. This tool will check the code for errors and will provide suggestions for how to fix any issues.
5. **Monitor the schema markup:** Keep an eye on the schema markup of your website and make sure it stays updated, and that the information stays accurate.

IT'S IMPORTANT TO NOTE THAT SCHEMA MARKUP IS AN ONGOING PROCESS, SO YOU SHOULD REGULARLY MONITOR AND UPDATE IT TO ENSURE THAT THE INFORMATION STAYS ACCURATE AND THE SEARCH ENGINES CAN CORRECTLY UNDERSTAND THE CONTENT OF THE WEBSITE.



Day 15–21 Checklist

(Google Local Jedi Ambassador)

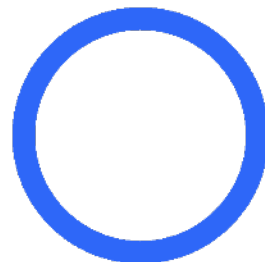
Build Citations and Local Backlinks

- ☐ BUILD CITATIONS AND LOCAL BACKLINKS TO THE BUSINESS WEBSITE BY LISTING IT ON LOCAL DIRECTORIES SUCH AS YELLOWPAGES AND TRIPADVISOR
- ☐ USE A CRM SOFTWARE LIKE LIBERTY BUSINESS HUB TO CONNECT WITH SATISFIED CUSTOMERS AND REQUEST REVIEWS ON GOOGLE, YELP AND TRIPADVISOR. YOU CAN ALSO RESPOND TO REVIEWS AND INTERACT WITH REVIEWERS FROM THE LIBERTY BUSINESS HUB INBOX.
- ☐ USE A SERVICE LIKE YEXT OR SEMRUSH TO MANAGE YOUR CONTENT ACROSS THE WEB, AND GET LOCAL OPTIMIZED BACKLINKS TO BUILD MORE CONSISTENCY AND AUTHORITY

DAY 15 TO 21 NOTES:

BUILDING LOCAL CITATIONS AND BACKLINKS IS AN IMPORTANT PART OF ANY LOCAL SEO STRATEGY. CITATIONS AND BACKLINKS CAN HELP TO IMPROVE YOUR BUSINESS'S VISIBILITY IN LOCAL SEARCH RESULTS AND CAN ALSO INCREASE THE AUTHORITY AND CREDIBILITY OF YOUR WEBSITE. HERE ARE A FEW WAYS TO BUILD MORE LOCAL CITATIONS AND BACKLINKS FOR YOUR BUSINESS:

- 1. Claim and optimize your business listing on directories:** Create a listing for your business on popular directories such as Google My Business, Yelp, and Bing Places. Make sure that your listings are complete and accurate, including your business name, address, phone number, website, and hours of operation.
- 2. Create a business profile on local listings sites:** Sign up for local listings sites such as Yellow Pages, Citysearch, and Angie's List. Make sure to provide as much information as possible, including photos, videos, and customer reviews.
- 3. Get listed in local and industry-specific directories:** Look for local and industry-specific directories such as chamber of commerce directories, association directories, and trade organization directories that are relevant to your business.
- 4. Seek out local media coverage:** Reach out to local news outlets and ask if they would be interested in covering your business. This can help to generate backlinks and citations from local news websites.
- 5. Ask for customer reviews:** Encourage customers to leave reviews on your Google My Business listing and other local directories. Positive reviews can help to improve your visibility in local search results and can also generate backlinks.

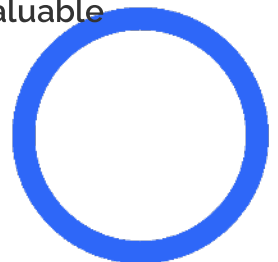


6. **Create high-quality content:** Create valuable and informative content that is relevant to your local audience. Share this content on your website, social media channels, and other platforms to attract backlinks and citations.
7. **Network with other local businesses:** Network with other local businesses and look for opportunities to collaborate, such as guest blogging or link exchanges.
8. **Use social media:** Use social media to promote your business and engage with your local community. Share your content, post updates about your business, and respond to customer reviews.

REMEMBER THAT BUILDING LOCAL CITATIONS AND BACKLINKS IS AN ONGOING PROCESS, AND IT WILL TAKE TIME TO SEE RESULTS. BUT BY FOLLOWING THESE TIPS AND BEING CONSISTENT, YOU CAN IMPROVE YOUR VISIBILITY IN LOCAL SEARCH RESULTS AND INCREASE THE AUTHORITY AND CREDIBILITY OF YOUR WEBSITE OVER TIME.

MOST OF THE PREVIOUS STEPS YOU SHOULD HAVE ALREADY TAKEN IN EARLIER WEEKS. YOU SHOULD BE GOING THROUGH AND UPDATING AND VERIFYING THIS INFORMATION. IF YOU FEEL COMFORTABLE WITH WHAT YOU HAVE ALREADY DONE HERE ARE SOME OTHER THINGS YOU CAN ADD THIS WEEK. THERE ARE SEVERAL LESS-KNOWN TACTICS FOR GETTING LOCAL CITATIONS FOR YOUR BUSINESS. HERE ARE A FEW EXAMPLES:

1. **Reach out to local bloggers and influencers:** Local bloggers and influencers often write about local businesses and events. Reach out to them and ask if they would be interested in featuring your business on their blog or social media channels.
2. **Host events or sponsor local events:** Hosting or sponsoring local events can be a great way to generate local citations. Many local event websites and directories list sponsors and partners, which can provide valuable citations for your business.



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3. **Get listed on local government websites:** Many local government websites have a directory of local businesses. Reach out to your city or town's website and ask to be included in the directory.
 4. **Submit your business to local data aggregators:** Local data aggregators collect and distribute business information to a wide range of directories and search engines. Submitting your business information to these aggregators can help to increase your visibility in local search results and generate citations.
 5. **Create a Wikipedia page for your business:** Wikipedia is a widely-used and respected source of information. Creating a Wikipedia page for your business can help to generate backlinks and citations from other websites.
 6. **Use social media platforms:** Social media platforms such as Facebook, Instagram, and Twitter can be used to generate citations for your business. Create a business profile and make sure to include your business information, such as the name, address, phone number, and website.
 7. **Use Local SEO software:** There are software's such as Yext, Moz Local, and BrightLocal that help you to manage your business listings, and also help you to find new opportunities to get listed on local directories and citation sources.

IF YOU WANT TO GET REALLY SITH YOU CAN ALSO CHECK OUT WHERE YOUR COMPETITION IS GETTING THEIR LINKS FROM. THIS IS A GREAT WAY TO FIND PLACES YOU SHOULD HAVE LINKS FROM TOO.

THERE ARE SEVERAL TOOLS AND METHODS AVAILABLE FOR CONDUCTING A BACKLINK SEARCH ON YOUR COMPETITION. HERE ARE A FEW EXAMPLES:



1. **Use a backlink analysis tool:** Tools such as Ahrefs, SEMrush, and Majestic are popular choices for conducting backlink analyses. These tools allow you to enter a competitor's website and view a list of the backlinks pointing to their website, including the number of backlinks, the domain authority of the linking website, and the anchor text used in the link.
2. **Use the Moz Link Explorer:** The Moz Link Explorer is another great tool for analyzing the backlinks of your competition. Simply enter the website of your competitor, and you will get a detailed analysis of their backlink profile, including the number of links, the domain authority of linking sites and the anchor text used.
3. **Use Google search console:** If your competition has connected their website to Google Search Console, you can use the "Links" report to see which sites are linking to them. This will give you an idea of the websites and pages that are linking to your competition.
4. **Check link-building strategies:** Look at your competition's website and see what kind of link-building strategies they use. Do they have a resource page, do they guest post on other websites, do they participate in online communities or forums? By identifying what strategies they use, you can then replicate them and find new opportunities to build backlinks.
5. **Use the wayback machine:** The Wayback Machine is an online service that allows you to see past versions of websites. You can use it to see how your competition's website used to look, and you can also find links that have been removed from the website.



IT'S IMPORTANT TO NOTE THAT BUILDING BACKLINKS IS AN ONGOING PROCESS, AND IT'S IMPORTANT TO REGULARLY MONITOR YOUR COMPETITION'S BACKLINK PROFILE TO IDENTIFY NEW OPPORTUNITIES TO BUILD BACKLINKS. ADDITIONALLY, WHEN BUILDING BACKLINKS, IT'S IMPORTANT TO FOCUS ON QUALITY OVER QUANTITY, AND TO MAKE SURE THAT THE LINKS COME FROM REPUTABLE SOURCES.

IT'S IMPORTANT TO NOTE THAT BUILDING CITATIONS AND BACKLINKS IS AN ONGOING PROCESS AND IT'S IMPORTANT TO BE CONSISTENT AND KEEP TRACK OF YOUR PROGRESS. ADDITIONALLY, IT'S IMPORTANT TO MAKE SURE THAT YOUR BUSINESS INFORMATION IS ACCURATE, CONSISTENT, AND UP-TO-DATE ACROSS ALL THE PLATFORMS YOU USE.



Day 22–28 Checklist

(Google Local Jedi Master)

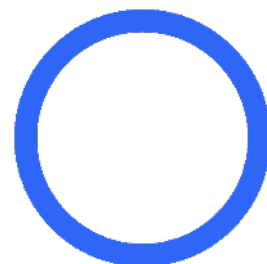
Utilize Google Posts and Social Media

- ☐ USE GOOGLE POSTS TO SHARE UPDATES, EVENTS, AND PROMOTIONS TO THE BUSINESS'S GOOGLE MY BUSINESS LISTING
- ☐ OPTIMIZE THE BUSINESS'S SOCIAL MEDIA PROFILES BY INCLUDING THE BUSINESS NAME, ADDRESS, PHONE NUMBER, AND WEBSITE, AS WELL AS BY REGULARLY POSTING RELEVANT, HIGH-QUALITY CONTENT
- ☐ ENABLE GOOGLE'S BUSINESS MESSAGES THE REAL-TIME CHAT FEATURE IN GOOGLE BUSINESS PROFILE
- ☐ USE LIBERTY BUSINESS HUB TO COMMUNICATE EFFICIENTLY WITH CUSTOMERS AND LEADS THROUGH TEXT MESSAGING. THIS CAN BE USED TO REQUEST REVIEWS, CONNECT WITH WEBSITE VISITORS, COLLECT PAYMENTS, AND MARKET TO CUSTOMERS AND LEADS ALL FROM THE APP.

DAY 22 TO 28 NOTES:

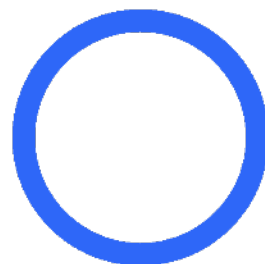
GOOGLE POSTS IS A FEATURE ON GOOGLE MY BUSINESS THAT ALLOWS YOU TO SHARE UPDATES, EVENTS, AND PROMOTIONS DIRECTLY ON YOUR BUSINESS'S GOOGLE MY BUSINESS LISTING. HERE ARE A FEW EXAMPLES OF THE TYPES OF THINGS YOU CAN SHARE ON GOOGLE POSTS SPECIFICALLY FOR HYPNOTISTS AND LIFE COACHES:

1. Upcoming workshops and seminars: Share information about any upcoming workshops or seminars that you are hosting or participating in, related to hypnotism and life coaching.
2. Group sessions and packages: Share information about any group sessions or package deals that you are offering for your clients.
3. Testimonials and Success stories: Share testimonials from your satisfied clients and their success stories, it will help to build trust and credibility with potential customers.
4. Tips and advice: Share tips and advice related to hypnotism and life coaching that would be useful to your local audience.
5. Online sessions and consultations: Share information about any online sessions or consultations that you are offering, so that clients can access your services remotely.
6. Personal blog post: Share a link to a recent blog post that is relevant to your business and your local audience, and that provides valuable information for your clients.



7. Social media posts: Share links to your social media posts, where you can provide more information and guidance for your clients.
8. Virtual events: Share information about any virtual events that you are hosting or participating in, such as webinars or live streaming sessions.

WHEN SHARING ON GOOGLE POSTS, IT'S IMPORTANT TO MAKE SURE THAT YOUR POSTS ARE RELEVANT, INFORMATIVE AND ENGAGING, AND THAT THEY ALIGN WITH YOUR OVERALL LOCAL SEO STRATEGY. ADDITIONALLY, YOU SHOULD MAKE SURE TO INCLUDE CALLS TO ACTION, SUCH AS "BOOK A SESSION" OR "SIGN UP FOR OUR NEWSLETTER" TO ENCOURAGE CUSTOMERS TO TAKE ACTION AND VISIT YOUR BUSINESS.



Day 29–30 Checklist

(Google Local Jedi Master)

Monitor and Track Results

- ☐ MONITOR THE BUSINESS'S LOCAL SEARCH RANKINGS, WEBSITE TRAFFIC, AND CUSTOMER REVIEWS REGULARLY
- ☐ USE GOOGLE TAG MANAGER AND GOOGLE ANALYTICS TO TRACK AND ANALYZE THE PERFORMANCE OF THE BUSINESS'S WEBSITE AND LOCAL SEARCH OPTIMIZATION EFFORTS
- ☐ USE LIBERTY BUSINESS HUB'S CRM TO TRACK LEADS AND AUDIENCE GROWTH, AND KNOW WHERE NEW LEADS ARE COMING FROM.
- ☐ MAKE ADJUSTMENTS AS NEEDED TO IMPROVE THE RANKINGS AND VISIBILITY

DAY 29 TO 30 NOTES:

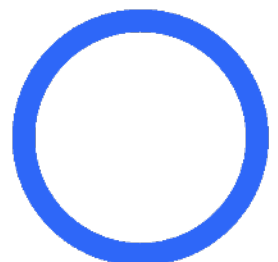
THIS IS A GENERAL ROADMAP AND IT MAY REQUIRE SOME ADJUSTMENTS DEPENDING ON YOUR SPECIFIC BUSINESS AND GOALS.

FINAL ADVICE:

- Be consistent with your business information across all platforms.
- Make sure to use local keywords in your website's content, meta tags, and alt tags, but use them in a natural and relevant way.
- Respond to reviews, both positive and negative, in a timely and professional manner.
- Use the power of storytelling in your Google Posts, it will make them more engaging and will increase the chances of them being shared.

IF YOU'RE LOOKING FOR A WAY TO TRACK AND ANALYZE THE PERFORMANCE OF YOUR BUSINESS'S WEBSITE AND LOCAL SEARCH OPTIMIZATION EFFORTS, I TOTALLY RECOMMEND CHECKING OUT LIBERTY BUSINESS HUB. THIS SOFTWARE HAS SOME SERIOUSLY USEFUL FEATURES THAT MAKE IT SUPER EASY TO UNDERSTAND WHERE YOUR LEADS ARE COMING FROM AND WHICH MARKETING CHANNELS ARE WORKING BEST FOR YOUR BIZ.

OVERALL, I'VE FOUND LIBERTY BUSINESS HUB TO BE A REAL LIFESAVER WHEN IT COMES TO UNDERSTANDING AND IMPROVING THE PERFORMANCE OF MY WEBSITE AND LOCAL SEARCH OPTIMIZATION EFFORTS. IF YOU'RE LOOKING TO DRIVE MORE LEADS AND CONVERSIONS, IT'S DEFINITELY WORTH CHECKING OUT.



Bonus

Day 31-60: Invest in Local Paid Advertising

- Invest in local paid advertising, such as Google AdWords and Facebook ads, to increase visibility and drive more traffic to the business website
- Use targeted keywords and demographics to reach the right audience
- Monitor the results and adjust the campaigns as needed
- Use Liberty Business Hub's webchat feature to convert more website visitors into leads and sales conversations. Every conversation starts with a name and a real phone number, so you can immediately focus on closing the deal instead of fishing for contact details.

Day 61-90: Create and Publish High-Quality Content

- Create and publish high-quality, relevant content on the business website, such as blog posts or case studies
- Use targeted keywords in the content and include calls-to-action
- Use Liberty Business Hub to import existing leads and make client communication easy.
- Share the content on social media and reach out to other websites for backlinks



Day 91-120: Build Local Relationships

- Build relationships with other local businesses and organizations, such as by participating in local events or networking groups
- Collaborate on events or promotions, or offer discounts to each other's customers
- Ask for backlinks or citations from the local partners

Advice:

1. Use Google Analytics and other tools to track the performance of the paid advertising campaigns and adjust them as needed.
2. Create a content calendar and stick to it, this will ensure that you're regularly publishing high-quality content.
3. Leverage Liberty Business Hub's direct integration with Google's private API to get more customer reviews on Google.
4. Building relationships takes time, so be patient and persistent.
5. Keep track of your progress and make adjustments as needed.

Note:

- Remember that Local SEO is an ongoing process, and it takes time to see the results. Keep monitoring, analyzing and improving your efforts.
- Make sure to have a clear and realistic budget for paid advertising.
- Be creative and think outside the box when it comes to building relationships and collaborations.
- Don't be afraid to experiment and try new things, but always keep an eye on your progress and adjust as needed.

Software & Tool Recommendations

Here are my recommendations for software you might need along the way:

1. Google Tag Manager and Google Analytics - These tools allow you to track and analyze the performance of your website and local search optimization efforts.
2. Liberty Business Hub - This software provides a range of reporting and analytics features to help you understand and improve the performance of your business's website and local search optimization efforts, by providing detailed information about calls, appointments, leads, conversions and ad performance. It also helps with reputation management and so much more. It can be a bit of a challenge to setup, but once it is it automates so much of my workflow.
3. Tools for building local citations, such as Yext and BrightLocal - These tools can help you build local citations and backlinks for your business, which can improve your visibility in local search results. I use Yext because it's included in my plan with Liberty.
4. Tools for monitoring and managing online reviews, such as ReviewPush and Reputation.com - These tools can help you monitor and manage your online reviews, which can impact your visibility in local search results.
5. SEMrush and Ahrefs - These tools can help you to research your competition and find new opportunities for building backlinks to your business. I use Ahrefs, It's not cheap, but I know right away if there is anything wrong with my site. Plus it has really robust keyword search options.



6. Yext - This tool can help you to manage your business's local listings on various directories across the web, it can also help you to identify and fix any listing errors, and monitor your progress over time.

Please note that this list is not exhaustive and there might be other software that can aid in local search optimization, it depends on the specific needs of the business and the objectives you want to achieve.



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