

A Basic SEO Checklist for CPAs and CPA Firms

You may not believe prospects search for CPA firms online but 952,600 per month did just that in 2016 according to Google. At a very minimum prospects will look you up online after they hear about you so you had better look your best.

1. Keywords and Keyword Research Basic

- a. Your Name
- b. Your Name and cities you are in
- c. Suggested from “your city CPA”
- d. You MUST dominate Page 1 for your name

2. Claim Your GMB (Google My Business Page) - MUST do this

- a. Easy and do it now
 - i. <https://support.google.com/business/answer/2911778?hl=en>

3. Your Site

- a. Optimized
- b. Siloed
- c. Post regular content

4. Local Directories

- a. Yext or similar service
- b. NAP (Name, Address, Phone) consistent

5. Reviews

- a. Monitor - just watching for reviews
- b. Manage - actively collecting reviews
- c. Market - using reviews to bring in new business

Run a free Rank and Reputation report at <http://mme.repgrader.com/cpa-firm> and see what you look like to the outside world. No personal info required, 100% safe & secure.

Email tad@mediamarketexperts.com or call 888-830-8233 and we can do it together.