

Local SEO -
Appleton

Phase One

Audit



NAP (Name-Address-Phone
Number) Determination

Appleton Branch

Google Business Listing (GBL)



Submit NAP to Data Aggregators

BrightLocal (\$100)

Data Axle

Foursqaure

Neustar Localeze

Yellow Pages Network

GPS Network

Order 25 Citations via BrightLocal

\$3 Each



Upload Images

Logo

Cover Photo

Interior and Exterior

Staff

General Office Images

Signage + Address



Target Keywords

Mortgage Lender

First Time Homebuyers

Mortgage Pre-approval



F.A.Q.'s

How To Choose A Mortgage
Lender?

How To Get A Mortgage Loans?

How To Qualify For First Time
Homebuyer Loans?

How To Get Pre-approved For A
Mortgage?