



Local SEO Strategy

For Mongiellos Pizza





Agenda

This presentation aims to highlight the Local SEO Audit as well as strategy for increasing the rankings on local search result .

Local SEO

Google Business Profile is a tool Google provides to help businesses and organizations manage their online presence. Benefitting customers and companies alike, it helps customers find your business, allows interaction between company and consumer, and allows businesses to verify, edit, and update their information.

Advantages of Local Business Profile

- **Engage with customers on Google for free.**
- **Get customers with a great Business Profile.**
- **Give customers more ways to reach you.**
- **Find out how many people are connecting with you on Google.**
- **Get interacted with the users and their feedback.**
- **Brand Awareness Locally.**

Local SEO Audit



Google My Business Score

Mongiello's Pizza & Wings


Overall Rating & Total Reviews

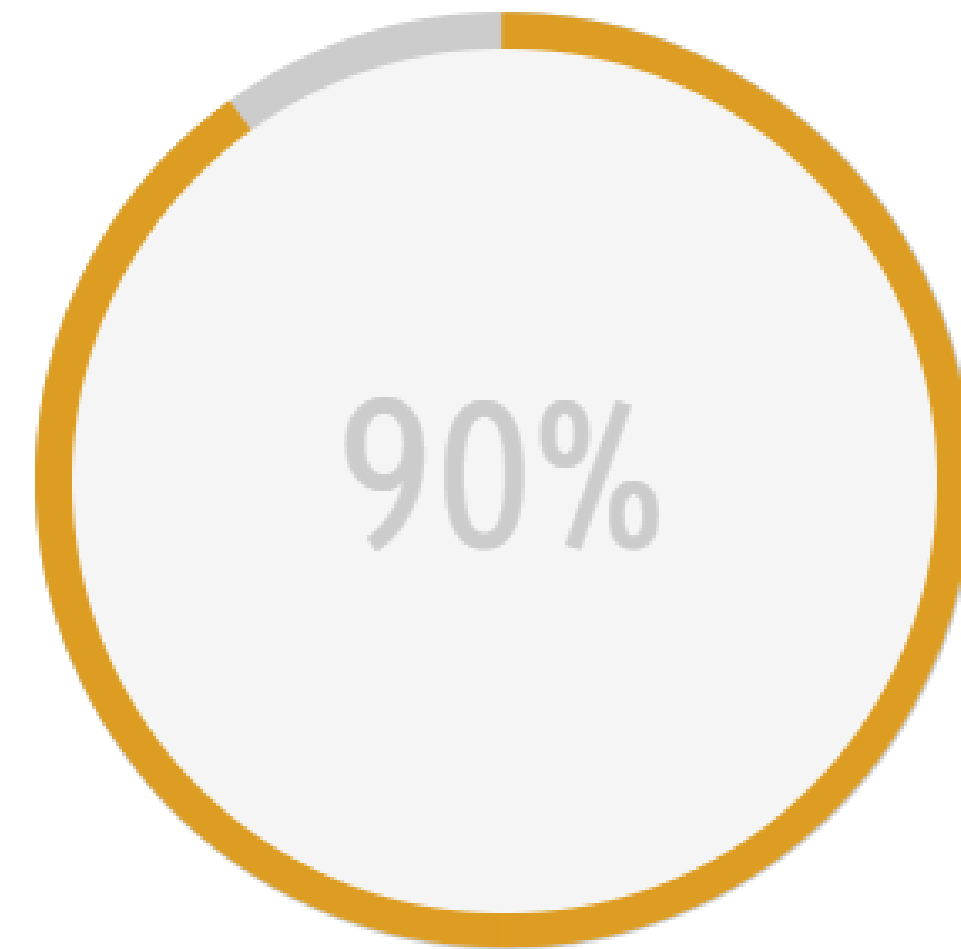
4.50 ★★★★★

75 Total Reviews - [Get More Reviews](#)

515 N Main St, Santa Ana, CA 92701, United States

+1 657-699-3011

 <http://www.mongiellospizza.com/>



This listing is 90% complete.

Local SEO Checklist



Google Business Profile Identified:

A Google Business Profile was identified that links to this website.



Google Business Profile Completeness

The important business details are present on the Google Business Profile.



Google Reviews

The Google Business Profile has a good rating and review count.



Local Business Schema

No Local Business Schema identified on the page.

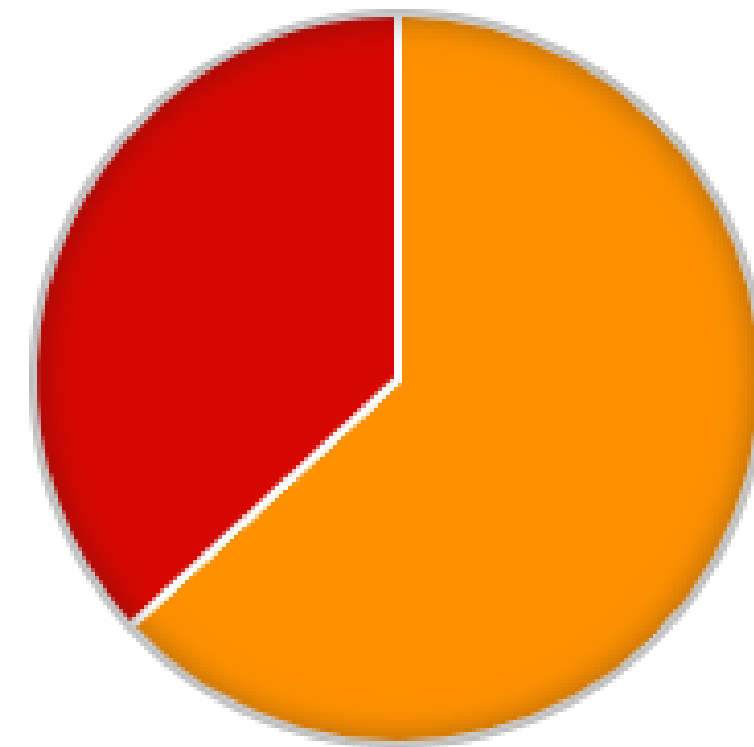
Local Business Citation

Your Online Presence Score

Quality of your location data online, out of 19 directories we searched successfully

37%
MISSING

63%
INCORRECT









GMB Citation Result & What Missing?

Results






Your online business listing visibility

Directory	Business Info	Hours	Photos
 Google	Mongiello's Pizza & Wings 515 North Main Street, Santa Ana (657) 699-3011 http://www.mongiellospizza.com/	✓	✓
 Google Maps	Mongiello's Pizza & Wings 515 North Main Street, Santa Ana (657) 699-3011 http://www.mongiellospizza.com/	✓	✓
 Facebook	Mongiello's Pizza 515 N Main St, Santa Ana Not applicable http://www.mongiellospizza.com/	✓	✓
 Bing	Mongiello's Pizza & Wings 515 N Main St, Santa Ana +1 657-699-3011 https://www.mongiellospizza.com/	✓	✗
 Navmii	Mongiello's Pizza & Wings 515 N Main St, Santa Ana 6576993011 http://www.mongiellospizza.com	✓	✓






GMB Citation Result & What Missing?

Directory	Business Info	Hours	Photos
 ezlocal	Listing not found		
 Judys Book	Listing not found		
 USCity	Listing not found		
 My Local Services	Mongiello's Pizza & Wings 515 N Main St, Santa Ana 657 699 3011 http://www.mongiellospizza.com	/	/
 CitySquares	Mongiello's Pizza & Wings 515 N Main St, Santa Ana 6576993011 http://www.mongiellospizza.com	✓	✓
 n49°	Mongiello's Pizza & Wings 515 N Main St, Santa Ana +16576993011 Not applicable	/	✓






GMB Citation Result & What Missing?

Directory	Business Info	Hours	Photos
 Hotfrog	Mongiello's Pizza & Wings 515 N Main St, Santa Ana 6576993011 http://www.mongiellospizza.com/	✓	/
 ShowMeLocal	Listing not found		
 iGlobal	Listing not found		
 acompio	Listing not found		
 Cylex	Mongiello's Pizza & Wings 515 N Main St, Santa Ana (657) 699-3011 http://www.mongiellospizza.com	✓	✓

GMB Citation Result & What Missing?

Directory	Business Info	Hours	Photos
 Pages24	Listing not found		
 Tupalo	Mongiello's Pizza & Wings 515 N Main St, Santa Ana +1 6576993011 http://www.mongiellospizza.com	✓	✓
 Where To?	Mongiello's Pizza & Wings 515 N Main St, Santa Ana +1 657-699-3011 http://www.mongiellospizza.com	✓	✓
 Foursquare	We also create and update your location data in this directory		
 HERE	We also create and update your location data in this directory		

GMB Citation Result & What Missing?

Directory	Business Info	Hours
 TomTom	We also create and update your location data in this directory	
 us-info	We also create and update your location data in this directory	
 Uber	We also create and update your location data in this directory	
 LocalStack	We also create and update your location data in this directory	
 Opendi	We also create and update your location data in this directory	

We will optimize some citation where essential information are missing as well as increase more citation to discover local businesses and can also impact local search engine rankings.

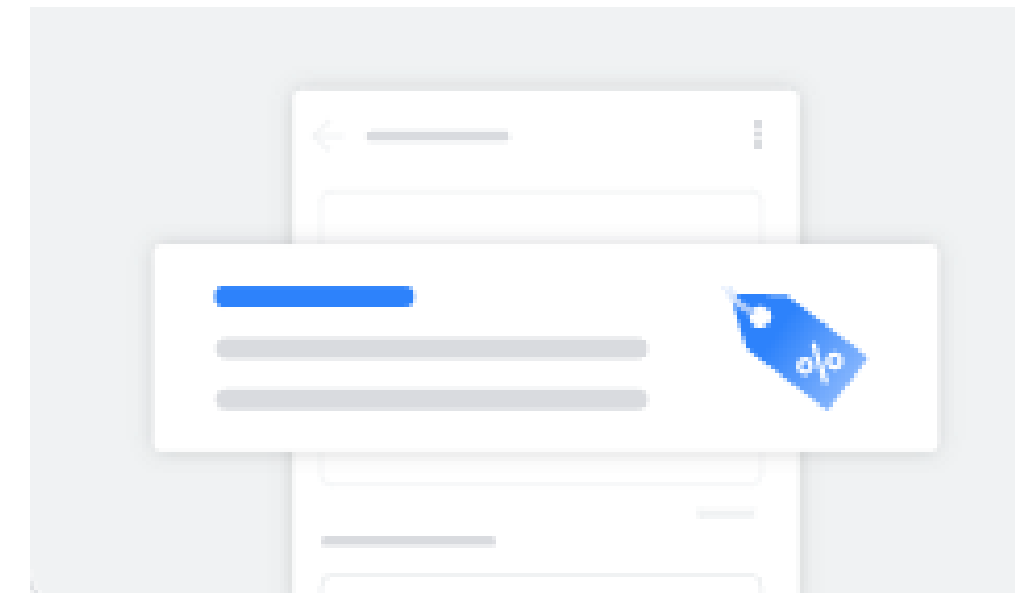
Showcase Offer

Offer can attract people to businesses. To help people find these promotions, we're making offers more prominent on Business Profiles on GMB.

Create an offer



Let customers know about your sales and discounts



FAQs

Mongiello's Pizza & Wings

515 N Main St, Santa Ana, CA, United States

[Ask a question](#)

No questions are currently available.

Q&A feature is a great place to ask FAQs that you know are important to your customers. Asking and answering these FAQs can help customers make decisions much more quickly about whether your business is what they're looking for. We can create a FAQs to solve the queries of the customer. Like Is pizza is gluten-free; Is any offer on dining, etc.

Business Description

Currently, business description is added but it is not properly optimized with local search keywords like best pizza cafe in Santa Ana, pizza dining in Santa Ana, etc. These keywords will help to rank in local search

From Mongiello's Pizza & Wings

"Mongiello's Pizza & Wings is a new sit down or takeout pizza and wings casual dining experience neighboring Mission Control Bar Arcade, Tacompadre and the Tiki Lounge. You can eat pizza and wings and mexican food all in the same place, with or without alcohol. Play games, relax, listen to music or hang out with friends. We also provide fast online ordering for pick up or delivery."



End Note

*Thank
You*

This is an initial Google My Business strategy, created based on brief analysis and research on the business. Once this plan is implemented, we will review the results and alter it accordingly.