

Key points to mention on the call

- Phone Number on GMB
- Company name consistency
- Add the business to local directories like yelp
- Regular GMB updates
- product name revisions
- Blog Posts
- Making the list of keywords appear more frequently on her page
- If she is cool with all that, ask for access to her google search console and google analytics to monitor before and after
- Come into the store

STEP ONE: Optimise google business profile, make sure keywords appear

- NAP consistency.
 - Add phone number to the page, if applicable.
 - Make sure there is consistent spelling of the name
 - Her company name is officially "Apothe.ka" but in some places on her website it is spelled "Apotheka" omitting the period between the 'e' and the 'k'.
 - Ensure that every instance of the business name across her website (in headers, footers, meta descriptions, alt text, etc.) uses "Apothe.ka" correctly. This will help search engines better understand and rank her site.
 - Google wants consistency to ensure accuracy of its listings
 - Also helps with brand trust. You don't want users to be confused if they are on the right page or not
- Collect and engage with reviews
 - She already does this fairly well.
 - Make sure to reach out to every customer for a review, and engage with each one
- Optimise photos with Alt text containing keywords
- Post regular GMB updates
 - There is a post function on GMB
 - Whenever she has an event, post a photo and quick description before and after that contains keywords. Worth posting to instagram as well.
 - Can also post new product launches there.
 - Regular updates tell google that you are an active business and they will promote you more.
 - They also help increase trust for potential customers who see the page.

STEP TWO: Optimise the website product and category pages

- **JUST A SUGGESTION. The names of her products listed are not SEO friendly**

- Example - Somnum Collection (an essential oil blend). A brandable name but no one will be searching for that, or know what it is if they came across it
- Some possible better names for SEO that contain keywords people are searching for:
 - The Somnum Collection Sleep Aid Essential Oil Blend | Lavender, Chamomile, and Marjoram
 - Somnum Sleep Essential Oil Blend – Lavender & Chamomile
 - Somnum Sleep Aid Blend – Lavender, Chamomile & Marjoram
 - Somnum Sleep Aid Collection – Lavender, Chamomile & Marjoram Essential Oils
- Consistent Naming Conventions for each product: Use a similar naming formula for products in each category, like “Purpose + Product Type + Key Ingredients” (e.g., “Sleep Aid Essential Oil Blend – Lavender & Chamomile” for the Somnum Collection).

STEP THREE: Blog

- She does not currently have a blog.
- “Why do blogs?”
 - Enhances visibility. Consistent, high quality content boosts her chances to rank for common queries in her niche.
 - By creating educational and engaging content, she becomes an authority in aromatherapy, enhancing her brand's trustworthiness.
 - Blog content can link to product pages, enhancing SEO and improving user flow from information to purchase.
- Topics like "Best Essential Oils for Relaxation" "How to use Aromatherapy for Stress Relief" "Is Lavender Oil Safe for Dogs?"
- Can post blogs as a GMB update and insta post as well
- Can put content clusters and optimise for featured snippets

Key words

- where to buy chamomile oil
- organic essential oils near me
- natural body wash near me
- non toxic candles canada
- are essential oils safe for dogs
- essential oils safe for cats
- pet-friendly aromatherapy
- essential oils safe to diffuse around pets
- essential oils that are safe for pets
- pet-safe home scents
- how to use eucalyptus oil
- natural soap canada

- chamomile oil for sleep
- essential oils canada
- natural body wash without chemicals
- loose leaf tea canada
- best oils for aromatherapy diffuser
- essential oils near me
- marjoram essential oil uses
- organic aromatherapy candles
- loose leaf tea near me
- soothing essential oil blends
- organic body wash for dry skin
- best natural soap for dry skin
- best essential oils for bath
- buy essential oils online
- organic scented candles
- best essential oils for anxiety
- where to buy essential oils in canada
- best tea for relaxation
- organic essential oils canada
- organic herbal tea benefits
- where to buy organic tea near me
- organic soap for sensitive skin
- organic tea canada