

# SEO STARTER PACK FOR PERSONAL BRANDING



MD SHAJIB HASSAN MHAMUD

SEO EXPERT & UI/UX DESIGNER

visit: [www.shajibhassan.com](http://www.shajibhassan.com) or [www.pixelcertified.com](http://www.pixelcertified.com)

## Local SEO Checklist

- Google Business Profile claimed and optimized
- NAP (Name, Address, Phone) consistent across all listings
- Local keywords used in title tags, content, and meta
- Positive Google reviews with keywords
- Location pages created if you serve multiple areas

## Google Business Profile Optimization

- Use your main keywords in the business description
- Add high-quality photos regularly
- Post updates weekly (offers, blogs, tips)
- Respond to all reviews quickly
- Add services and business hours accurately

## Blog Topic Ideas

- How to Choose the Right [Your Service] in [City]
- 5 Local Mistakes That Hurt Your Online Visibility
- The Truth About Google Reviews (And How to Get More)
- SEO vs Paid Ads - Which One Grows Your Local Biz Faster?

## **Free SEO Tools List**

- Google Search Console
- Google Business Profile
- Ubersuggest
- Screaming Frog (Free version)

## **Bonus Tip**

Add a call-to-action (CTA) at the end of every blog post or page:  
Free SEO Audit, Book a Discovery

Call, or Download this Pack.

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