LOCAL BUSINESS SEO PLAN

A practical search engine optimization plan for a local bakery

Selected business	Sweet Crumbs Bakery (example business)
Location	Anna Nagar, Chennai, Tamil Nadu
Business type	Bakery and cake shop
Project	Digital Marketing – SEO Assignment
Prepared by	Name: _____
Date	_____

Note: Sweet Crumbs Bakery is a fictional example created for this assignment. Replace the business details if your course requires a real local business.

1. Business Overview

Business name: Sweet Crumbs Bakery
Location: Anna Nagar, Chennai
Business type: Bakery and cake shop

Products and services

• Birthday and customised cakes
• Eggless cakes
• Wedding cakes
• Cupcakes and brownies
• Fresh bread and pastries
• Cake delivery (where available)

SEO goal: Improve visibility in Google Search and Google Maps, attract nearby customers, and increase enquiries, calls, shop visits and cake orders.

2. Keyword Research – 10 Relevant Keywords

The keywords below reflect local intent, product searches and purchase intent. They are proposed target keywords; search volume and competition should be checked with a keyword research tool before implementation.

Keyword	Reason for selection
Bakery near me	Targets people searching for a bakery close to their current location.
Cake shop near me	Reaches customers who are actively looking to buy a cake nearby.
Best bakery in Anna Nagar	Targets people comparing bakeries in the selected neighbourhood.
Birthday cake Chennai	Targets customers planning birthday celebrations in Chennai.
Custom cake Chennai	Attracts customers looking for personalised cake designs.
Eggless cake near me	Targets customers specifically searching for eggless cakes nearby.
Wedding cake Chennai	Reaches people planning weddings and larger cake orders.
Cupcakes near me	Targets nearby customers interested in cupcakes.
Cake delivery Anna Nagar	Reaches customers who want cakes delivered in the local area.
Chocolate cake shop Chennai	Targets customers searching for a particular cake flavour.

Keyword grouping: Local – bakery near me, cake shop near me; Location-based – Anna Nagar, Chennai; Product-based – cupcakes, chocolate cake, eggless cake; Purchase-intent – cake delivery, custom cake, wedding cake.

Research note: These are relevant keyword ideas, not verified ranking or search-volume data. Before publishing, check actual search demand, competition and location variations using Google Keyword Planner or another keyword tool.

3. On-Page SEO Improvements

On-page SEO means improving website content and page elements so search engines and visitors can understand the business and its services.

A. Improved title tag

Old: Sweet Crumbs – Home
Improved: Sweet Crumbs Bakery | Custom & Birthday Cakes in Anna Nagar, Chennai
Reason: Includes the business name, main products and location.

B. Improved meta description

Old: Welcome to Sweet Crumbs. We sell cakes and bakery products.
Improved: Order delicious birthday, custom and eggless cakes at Sweet Crumbs Bakery, Anna Nagar, Chennai. Explore fresh cakes, cupcakes and pastries. Contact us today!
Reason: Clearly describes the offer, includes relevant local terms and encourages customers to take action.

C. Improved headings

H1: Fresh Cakes and Bakery Products in Anna Nagar, Chennai
H2: Custom Birthday and Celebration Cakes
H2: Eggless Cakes and Special Flavours
H2: Cupcakes, Brownies and Fresh Pastries
H2: Cake Delivery in Anna Nagar
H2: Why Choose Sweet Crumbs Bakery?

D. Other on-page fixes

• Add descriptive alt text to product images (for example, “custom chocolate birthday cake”).
• Add a visible phone or WhatsApp enquiry button.
• Display the menu, product details and prices clearly.
• Make the website mobile-friendly.
• Compress images and improve page loading speed.
• Create useful individual pages for birthday cakes, wedding cakes and eggless cakes.

4. Local SEO – Google Business Profile

Google Business Profile helps eligible local businesses appear in Google Search and Google Maps. The following steps should be completed using the business owner's genuine details.

Optimization steps

1. Create or claim the business's Google Business Profile.
2. Complete Google's verification process using an available verification method.
3. Use the real-world business name consistently; do not add extra keywords to the name.
4. Choose the most accurate primary category, such as Bakery, and add relevant additional categories if appropriate.
5. Enter the correct address or service area, phone number and website.
6. Add accurate opening hours and update holiday hours.
7. Upload genuine, clear photos of products, shop interior and storefront.
8. Add available products and services with accurate descriptions.
9. Keep contact details and business information consistent across online listings.
10. Ask genuine customers for honest reviews and respond politely to reviews.

Sample business description

Sweet Crumbs Bakery is a local bakery in Anna Nagar, Chennai, offering fresh cakes, birthday cakes, customised cakes, eggless cakes, cupcakes, brownies and pastries. We prepare cakes for birthdays, weddings and special occasions. Contact us for orders and delivery availability.

Important: Do not create a fake business listing or use a virtual address that does not meet Google's eligibility rules. The business owner should verify the profile and keep all details accurate.

5. Monthly Content Plan

Week	Content idea	Target keyword
Week 1	Best birthday cakes for celebrations	Birthday cake Chennai
Week 2	Showcase customised cake designs	Custom cake Chennai
Week 3	Introduce eggless cake varieties	Eggless cake near me
Week 4	Feature cupcakes and brownies	Cupcakes near me

Publish useful content on the website and, where suitable, share updates and photos through the Business Profile. Use original photos, accurate details and a clear way to enquire or order.

6. 30-Day SEO Action Plan

Week 1 – Research and audit
Identify target keywords, review competitor websites and check the current website for missing or weak pages.

Week 2 – On-page optimization
Update title tags, meta descriptions, headings, image alt text and important product pages.

Week 3 – Local SEO
Claim or update the Google Business Profile, verify business details and add real photos, products and hours.

Week 4 – Content and measurement
Publish useful content, request genuine customer reviews and review search and profile performance.

7. Measuring SEO Success

Track progress monthly using these measures:

- Google Search impressions, clicks and queries.
- Organic visits to the website.
- Google Business Profile views and customer interactions, where available.
- Calls, website clicks and direction requests.
- Enquiries and orders that can be attributed to online search.
- Number and quality of genuine customer reviews.

Recommended tools: Google Search Console for search performance; Google Analytics 4 for website activity; and Google Business Profile performance data for local interactions.

8. Conclusion

This SEO plan is designed to help Sweet Crumbs Bakery improve its online visibility and reach potential customers in Anna Nagar, Chennai. By targeting relevant local keywords, improving website content, maintaining an accurate Google Business Profile and publishing useful content consistently, the business can increase its chances of appearing for relevant searches and attracting enquiries. The main objective is to turn online searches into real customer actions, such as calls, visits and cake orders.

References and tools

1. Google Business Profile Help – https://support.google.com/business/
2. Google Search Central SEO Starter Guide – https://developers.google.com/search/docs/fundamentals/seo-starter-guide
3. Google Keyword Planner – https://ads.google.com/home/tools/keyword-planner/
4. Google Search Console – https://search.google.com/search-console/about
5. Google Analytics – https://analytics.google.com/

End of Project Report