

# LOCAL SEO STRATEGIES CHECKLIST

## 1. Claim and verify your Google Business Profile.

- Go to [google.com/business](https://google.com/business) to claim your business profile.
- Verify your business with Google by following their instructions.
- Update your profile with accurate and up-to-date information, including your business hours, website URL, phone number, and address.

## 2. Incorporate relevant keywords and location-based terms into your website content and meta tags.

- Research and identify the relevant keywords and location-based terms for your business.
- Optimize your website content, including titles, headings, and meta descriptions, by incorporating these keywords.
- Ensure that your website content is written for humans and is high-quality and informative.

## 3. Build high-quality citations and backlinks from local directories and websites.

- Identify the high-quality local directories and websites in your niche.
- Submit your business information to these directories, ensuring that your information is accurate and consistent across all platforms.
- Build high-quality backlinks to your website by creating valuable content, reaching out to other local businesses, and building relationships with other websites.

## 4. Encourage customers to leave reviews on your Google Business Profile and other review sites.

- Make it easy for customers to leave reviews by providing them with links to your Google Business Profile and other review sites.
- Respond to all reviews, both positive and negative, in a timely and professional manner.
- Use reviews to identify areas of improvement and address customer concerns.



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## 5. Utilize schema markup to provide search engines with additional information about your business and location.

- Research and identify the appropriate schema markup for your business.
- Implement schema markup on your website using structured data.
- Monitor your website's performance in search results and adjust your schema markup as necessary.

## 6. Regularly update your Google Business Profile with relevant information.

- Post regular updates on your Google Business Profile, including news, offers, and events.
- Update your business hours, website URL, phone number, and address as needed.
- Ensure that your profile accurately reflects your business and is consistent with your website and other online platforms.

## 7. Optimize your website for mobile devices.

- Ensure that your website is mobile-friendly and loads quickly on mobile devices.
- Optimize your website design for smaller screens, including font size and spacing.
- Test your website on different mobile devices and adjust as necessary.



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## 8. Utilize local keywords in your social media posts and other online content.

- Research and identify the relevant local keywords for your business.
- Incorporate these keywords into your social media posts and other online content, including blog posts and email marketing.
- Ensure that your content is high-quality and informative.

## 9. Create local landing pages to better target local customers.

- Identify the local areas that you want to target.
- Create landing pages that are optimized for these areas, including relevant keywords and location-based information.
- Ensure that your landing pages are high-quality and informative and provide value to your customers.

## 10. Stay up to date with the latest local SEO trends and best practices.

- Follow reputable SEO blogs and websites to stay up to date on the latest trends and best practices.
- Attend SEO conferences and webinars to learn from experts in the field.
- Continuously test and evaluate your local SEO strategy and adjust as necessary to stay ahead of the competition.

