

LOCAL SEO STRATEGIES CHECKLIST

1. Claim and verify your Google Business Profile.

- Go to 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.

