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LOCAL SEO CHECKLIST

Local SEO empowers your brand to target geo-specific keywords and win over customers within a geographical region. Optimize your online presence so your company is ever- present in top Google searches and featured in high-value business directories.

KNOW YOUR RANKING FACTORS

- ☐ Link signals.
- ☐ On-page signals.
- ☐ Behavioural signals.
- ☐ Google My Business signals.
- ☐ Citation signals.
- ☐ Personalization.
- ☐ Review signals.
- ☐ Social signals.

OPTIMIZE GOOGLE MY BUSINESS

- ☐ Create a GMB profile.
- ☐ Allow Google to publicly display your business information.
- ☐ Enter geographical radius.
- ☐ Select primary and secondary business categories.
- ☐ Write a short business description.
  Upload visual content.
- ☐ Verify GMB account ownership.
- ☐ Solicit customer reviews and questions.
- ☐ Create content with Google Posts.

OPTIMIZE YOUR DOMAIN

Run a site crawl to purge the following issues:

- ☐ Duplicate content.
- ☐ Zombie pages.
- ☐ Broken links.
- ☐ Accessibility.
- ☐ Indexability.
- ☐ Missing metadata.

Update:

- ☐ Title tags.
- ☐ Images.
- ☐ Navigation.
- ☐ URL strings.
- ☐ NAP data (contact information).
- ☐ Structured data markup.
- ☐ Keyword targets.

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GET SOCIAL AND GET NICHE

Target channels, directories and publications that are most relevant to your customers, your services and your location. Those might be:

- ☐ LinkedIn.
- ☐ Facebook.
- ☐ Twitter.
- ☐ Snapchat.
- ☐ Instagram.
- ☐ Yelp.
- ☐ Better Business Bureau.
- ☐ TripAdvisor.
- ☐ Angie's List.
- ☐ Yellow Pages.
- ☐ MapQuest.

Each industry has its own high-value forums that are hyper-targeted to niche buyers. That's where you need to be as well.

ENCOURAGE USER REVIEWS AND RATINGS

- ☐ Leave a simple review request on checkout pages.
- ☐ Add links to directories on your site.
- ☐ Add alt text to images you upload to directories so they appear in SERPs.
- ☐ Ask user-experience questions after every transaction or interaction, either on site or via email.
- ☐ Embed reviews and ratings systems on your site.
- ☐ Put a GMB review request in your email signature.
- ☐ Stay on top of brand alerts and commentary across social media.

GENERATE BACKLINKS AND REFERRAL TRAFFIC

- ☐ Publish localized content built around geotargeted keywords.
- ☐ Use lots of visuals and location- specific phrasing on your domain and social channels.
- ☐ Connect with and incentivize high-value local influencers.
- ☐ Partner with other local establishments or peer organizations for co-branding campaigns.
- ☐ Use a brand monitoring tool to be alerted when your company name is mentioned across the web. Reach out to those mentioning you.

DON'T FORGET ABOUT MOBILE USABILITY

- ☐ Use Google's Mobile-Friendly Test to achieve optimal mobile-responsiveness.
- ☐ Remove mobile site errors.
- ☐ Format content with a mobile user in mind (shorter sentences, compressed images, etc.).
- ☐ Make site navigation easy and enable one-click phone calls from touchscreen devices.

Seriously, local SEO is so important.