

Local SEO Checklist

A helpful guide to assist companies in their SEO efforts.

Overview

A detailed local SEO checklist for small businesses

10-Steps

Tasks	Steps
1. Google My Business (GMB) Optimization	● Claim and verify your GMB listing. ● Ensure your business name, address, and phone number (NAP) are accurate. ● Add high-quality images of your business and products/services. ● Write a compelling business description with relevant keywords. ● Regularly update your business hours and posts. ● Encourage customers to leave reviews and respond to them promptly.
2. Website Optimization	● Ensure your website is mobile-friendly and loads quickly. ● Include your NAP information in the footer of every page. ● Optimize meta titles and descriptions with local keywords. ● Create a dedicated "Contact Us" page with a map. ● Use schema markup to provide search engines with structured data.
3. Local Keywords	● Conduct keyword research focusing on local search terms (e.g., "[service] near me," "[service] in [city]"). ● Incorporate local keywords naturally in your content, headings, and meta tags.
4. Online Directories and Citations	● Submit your business to local directories (e.g., Yelp, Yellow Pages, Bing Places). ● Ensure consistent NAP information across all directories. ● Monitor and correct any discrepancies in your listings.
5. Content Creation	● Write blog posts targeting local topics and events. ● Highlight community involvement or partnerships. ● Create "how-to" guides or FAQs that address local customers' needs.
6. Reviews and Reputation Management	● Actively request reviews from satisfied customers. ● Monitor review platforms (e.g., Google, Yelp) and respond to feedback. ● Address negative reviews professionally and promptly.
7. Social Media Engagement	● Share local events, promotions, or success stories on your social media platforms. ● Interact with local followers and businesses. ● Use location-specific hashtags to increase visibility.
8. Backlink Building	● Partner with local businesses or organizations for guest posting. ● Get listed in local chamber of commerce or community websites. ● Sponsor local events or charities to earn backlinks.

9. Analytics and Tracking	● Use Google Analytics and Search Console to monitor website traffic. ● Track rankings for local keywords using SEO tools. ● Monitor and improve click-through rates (CTR) for local searches.
10. Regular Maintenance	● Update your content and listings regularly. ● Perform audits of your online presence every quarter. ● Stay updated on local SEO trends and algorithm changes.