

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.

Here's how:



KNOW YOUR RANKING FACTORS

- Link signals.
- On-page signals.
- Behavioral 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.

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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.