



Local SEO Checklist

- Make sure your site is technically sound- mobile friendly, loads quickly, etc.
- Install Google Analytics
- Install Google Search Console
- Claim and verify your Google My Business (GMB) page and fill in all data points
- If you have multiple locations, create a GMB page for each location
- Include keywords and location in your GMB page description
- Make sure your NAP (name, address, phone) is consistent everywhere
- Register on all local site citations as well as Yellowpages, Yelp, Manta, CitySearch, etc.
- Build positive online reviews (try and systemize or make it part of your best practices)
- Reply to all reviews
- Optimize your site for 'store + city' or 'service + location' to get ranked locally
- Track your map rankings using tools like 'Local Falcon' or 'Local Viking'
- Do keyword research using 'Google Suggest' and include keywords in title tag, page address, etc.
- Embed a Google Map on your About and Contact pages
- Build a local link-building strategy with local organizations, other businesses, etc.
- Sponsor local events and ask for link from their site back to your site