
Local SEO Checklist

Boost your search rankings and get more local customers.



Inbound Marketing Blog: www.99signals.com

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Introduction

The importance of optimizing your business for local search has grown significantly in the last two years. More and more people are using their mobile devices to search for local businesses online.

By optimizing your website for Local SEO, you can help your business stand out in search engine result pages (SERPs) and help attract new customers to your business.

But what is local SEO? And what differentiates local SEO from traditional SEO?

Moz defines local SEO as follows:

"Local SEO is specialized online marketing that increases visibility for businesses interested in ranking for geographically related keywords. A large component of local SEO is ranking well in the local algorithms. It is also important to rank well in the organic results for local keywords."

One of the main differences between local SEO and traditional SEO is how you target customers. Location of the searcher plays a key factor in local SEO. Therefore, you must keep geography in mind while optimizing your website for local SEO.

If your website doesn't show up when people search for your keywords in your location, you could be losing out on a lot of potential customers. Local SEO can fix this problem for you. It takes time and effort to optimize your website for local SEO, but it's completely worth it.

Here's a complete local SEO checklist to help you get started with local SEO.

Local SEO Step #1: Your Website

- Create a 'contact' and 'about' page on your website.
- On the contact page, include the complete name of your business, address, phone number (NAP), and email address.
- Ensure that your phone number is [clickable via mobile](#).
- Ensure that your contact details are consistent everywhere they are mentioned on the website.
- If you operate from just one location, list your address and email address in the website's footer.
- Add a Google Map to your contact page to make it easier for prospects to find you.
- Sign up for [Google My Business \(GMB\)](#) and verify your website.
- Make your [website 100% mobile-friendly](#).
- If you operate from multiple locations, each location should have its own dedicated page.
- Use [Schema structured data markup](#) to help Google more easily identify your local business. If you use WordPress, [download this plugin](#).
- Perform weekly site audits using tools such as [SEMrush](#) or [Serpstat](#) to fix all SEO errors.

Local SEO Step #2: Customer Reviews & Ratings

- Have testimonials from your existing customers published on your website.
- List your business on [Google My Business \(GMB\)](#).
- If your business already has a GMB listing, ask your existing customers to post reviews and ratings on Google. These reviews will show up in the SERPs when someone searches for your business on Google.
- Add photos to your GMB profile.
- Respond to negative reviews on GMB, if any.
- List your business on [Yelp](#).
- List your business on [Foursquare](#).
- List your business on [Bing Places](#).
- Ask your customers to post reviews on your Facebook business page.
- Don't ask for too many reviews at once. A sudden influx of reviews may be treated as spam on certain platforms.
- Don't pay for fake reviews.
- Treat review acquisition as an ongoing process.

Local SEO Step #3: Content

- Make sure your most important content is featured on, or at least linked to, the home page.
- Optimize title tags and meta descriptions with localized keywords ("Yoga Studio Bangalore" instead of just "Yoga Studio").
- Delete any duplicate content on your website. Use a tool like **SEMrush** to identify duplicate pages on your site. Use the **canonical URL tags** wherever necessary.
- Utilize testimonials from customers in your service cities to make your city landing pages unique.
- Use unique testimonials from customers who have used specific products or services for related product and service pages.
- Include local photos and videos (optimized with relevant keywords) to enrich and complement the content.
- Host or sponsor events in your city.
- Use tools such as **Buzzsumo** or **Google Trends** to identify and curate trending content in your location.
- Write blog posts on topics that apply to a certain demographic or location.

Local SEO Step #4: Social Media

- Create a solid presence on all the popular social media channels.
- Claim a profile for your business on every major social media platform.
- Create a **robust social media strategy**.
- Post photos on your Google My Business (GMB) profile.
- Monitor social media conversations. Respond to negative feedback.
- Maintain a social media content calendar and post content on a regular basis.
- Enable reviews on your Facebook business page and ask your existing customers to post reviews and ratings.
- Share user generated content (UGC) on your social media pages.

Local SEO Step #5: Citations

- Choose between automated citations and manual citations.
- Use a third party tool like [MozLocal](#) or [BrightLocal](#) for local listings and citations.
- Make basic duplicate listing detection on a variety of platforms easier with the use of a free tool like [Moz Check Listing](#).

Need help with SEO?

Request a free
consultation to discuss
how we can help you
with your SEO
requirements.

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