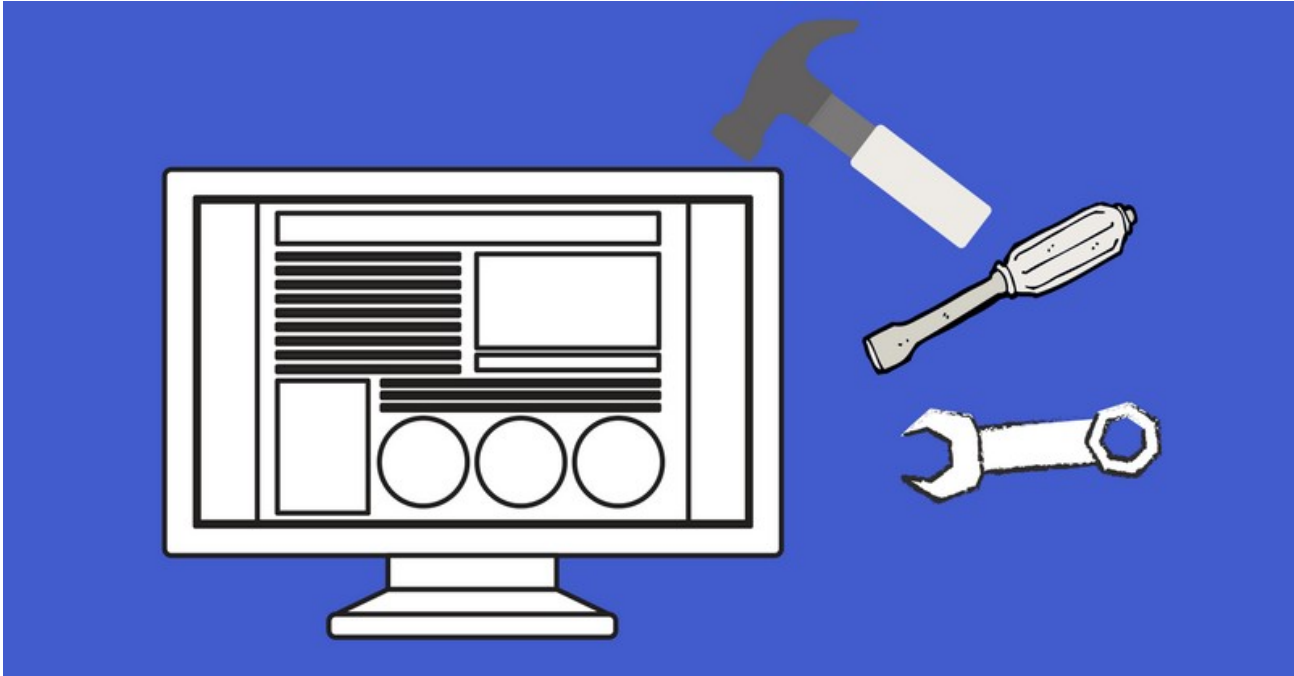


# 20 Super Simple DIY Small Business Local SEO Steps

Can your customers find you? As a small business owner there are things you can do to optimize your website and make it easier for your business to be found online by people and search engines.



## Register Your Site with Search Engines

- ☐ Register with Google Search Console. <https://support.google.com/webmasters/answer/4559176?hl=en>
- ☐ Register with Bing Webmaster Tools (Bing also powers Yahoo). <https://www.bing.com/toolbox/webmaster>

## Claim or Create a Google My Business Listing.

<http://www.simplybusiness.co.uk/microsites/google-my-business-guide/>

- ☐ Verify or create your page.
- ☐ Use your correct name, address, phone number and web address.
- ☐ Choose the most relevant “primary category” that describes your business.
- ☐ Create a meaningful, relevant cover photo.
- ☐ Add relevant photos.
- ☐ Create a description of your business that covers the important points.
- ☐ Add your address and important information to your description.
- ☐ Add a special offer or call-to-action in your description if it makes sense to do so.
- ☐ Get at least 5 reviews on your Google My Business page.
- ☐ Reply to any and all reviews — even bad ones.

- ☐ Link from your business' website to your Google My Business page.
- ☐ Submit the verification postcard Google will send to your business' address.

## Implement a Local Keyword Strategy

- ☐ Conduct keyword research to determine which words your local audiences uses and which you are likely to rank on.
- ☐ Organize target keywords by website page.
- ☐ Target long-tail keywords that reflect terms your audience is likely to use in search.
- ☐ Test your keywords with PPC tools like
- ☐ Optimize your website page titles with easy, friendly .
- ☐ Optimize your meta descriptions using local keywords and useful information.
- ☐ Request links from key business partners.

## Social Media SEO

- ☐ Pick 1-3 social media sites used by your ideal clients.
- ☐ Create a bio using keywords that say who you are, what you do and what you're posting about.
- ☐ Add a profile photo and cover image that represents your brand and delivers your message
- ☐ Be consistent: post on social media regularly: don't let your site sit stagnant.
- ☐ Engage with your audience: don't just broadcast information, be relevant and helpful.

## Build Local Content

- ☐ Add local customer testimonials to your website
- ☐ Create branded hashtags and invite customer to use these hashtags on their social media posts.
- ☐ Use local keywords in ALT text on website pages and blog posts.
- ☐ Create a content strategy for blog posts and social media updates and be consistent.
- ☐ Design useful, informative and relevant content that your audience will want to know: blog posts, social media updates, videos, images, news letters and press releases.

## Earn Online Reviews

- ☐ Invite your customers to provide feedback about your business to your top local online review sites.
- ☐ Reply to all reviews: good and bad.
- ☐ Use local keywords in ALT tags on website and blog posts images.



**Technical aspects of SEO often require the assistance of an expert. But there are many steps a small business owner can do to optimize their website for local search and help customers find them.**

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