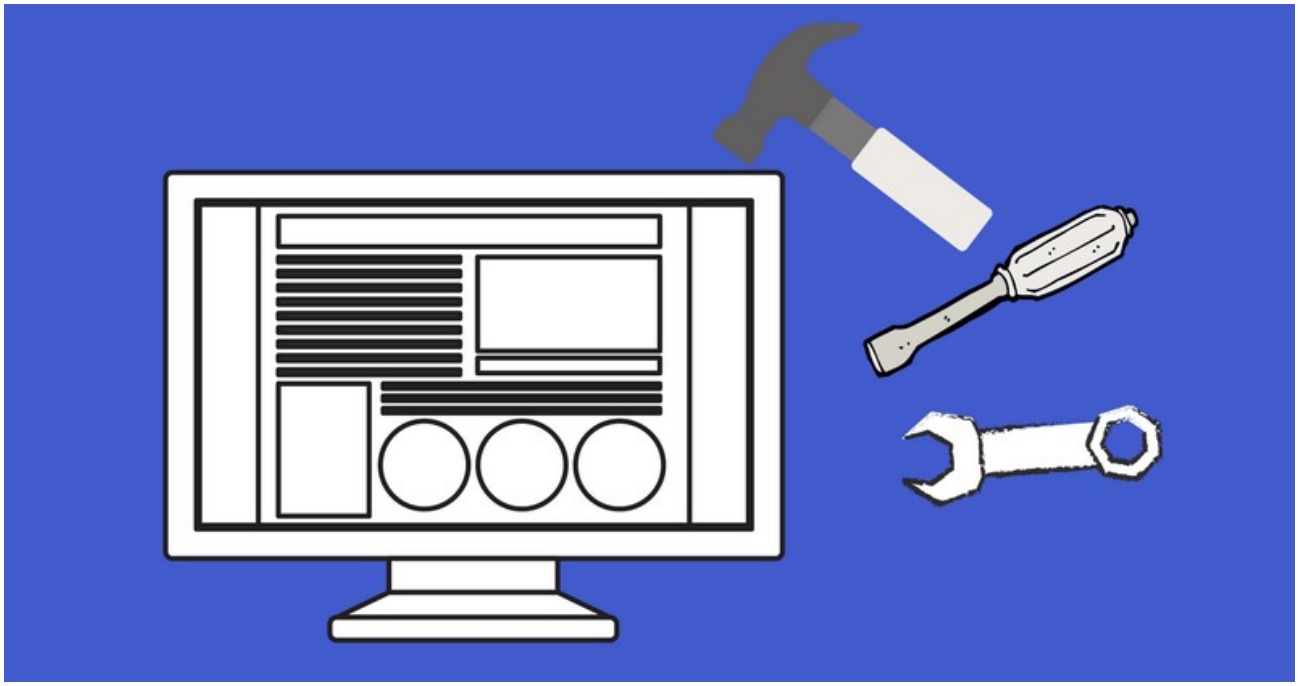
20 Super Simple DIY Small Business Local SEO Steps

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.

- [ ] Set up tools to monitor your online reputation. http://checkli.com/s/5950f93c38e73

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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