The Ultimate Local SEO Checklist for 2018

Local SEO is a term that you should not only become familiar with but also learn how to effectively implement if you're serious about growing your business online in 2018. It's a strategy that allows you to promote your products and services to customers right there in your local area at the exact moment they are searching for what you provide.



Local Landing Page Optimizations

- [ ] 1. Title Tag
- [ ] 2. Meta Description
- [ ] 3. Clean URLs
- [ ] 4. Optimize Images & Logos
- [ ] 5. Schema
- [ ] 6. Testimonials

Google My Business Page

- [ ] 1. Claim Your Google My Business Page
- [ ] 2. Google Posts
- [ ] 3. Messaging
- [ ] 4. Q&A
- [ ] 5. Appointment Links

Directory Submissions

- [ ] 1. Top 50 citations
- [ ] 2. NAP Consistency
- [ ] 3. Submit To Top Directories
- [ ] 4. Fix Old Listings

Reviews & Ratings

- [ ] 1. Responding to Negative Reviews
- [ ] 2. Generate Reviews

Summary

- [ ] Following this checklist is a great way to give your local SEO a major boost in 2018. Once you set things up, you can continue to make tweaks throughout the year to find out what works best for your unique needs for high rankings!

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