

# LOCAL SEO CHECKLIST WITH RANKING FACTORS

As a business owner, Local Google search engine marketing is more important than ever. Google's algorithm prioritizes hyperlocal results. That means that focusing on local search marketing is a must.



## LOCAL SEO CHECKLIST TO DOMINATE SEARCH

- ☐ Make Sure Your Website is Mobile Friendly
- ☐ ON PAGE SEO CHECKLIST

### ON PAGE SEO CHECKLIST

- ☐ Optimize Your Content For Local SEO
- ☐ Verify that your address and phone number is easy to find
- ☐ Optimize Your Title Tags
- ☐ Unique Actionable Meta Descriptions
- ☐ Optimize Heading Tags
- ☐ Structured Markup
- ☐ Manage Your Online Reviews
- ☐ Verify NAP Consistency
- ☐ Build Local Citations
- ☐ Hyper-Local Link Building

## TOP RANKING FACTORS FOR LOCAL SEARCH



These local ranking factors are based on my own experiences, not some fancy research. You can take several of these factors and move them up or down a few positions

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