30 simple steps your business can take to boost local SEO



On-Page Elements

- [ ] 1. Optimize title tags
- [ ] 2. Structure your URLs
- [ ] 3. Optimize your images
- [ ] 4. Optimize your navigation menu
- [ ] 5. Have consistent NAP details
- [ ] 6. Feature complete location data
- [ ] 7. Use structured data markup
- [ ] 8. Pay attention to XML Sitemap
- [ ] 9. Setup 301 Redirects

All Things Google

- [ ] 10. Create/Claim your Google My Business listing
- [ ] 11. Provide accurate data on your Google listing
- [ ] 12. Select business categories carefully
- [ ] 13. Setup Google Webmasters
- [ ] 14. Setup Google Analytics
- [ ] 15. Develop a mobile-friendly website

Top Business Directories

- [ ] 16. Create/Claim Bing listing
- [ ] 17. Create/Claim Yelp listing
- [ ] 18. Create/Claim listings on other directories
- [ ] 19. Check listings on all major directories
- [ ] 20. Get on niche-specific directories
- [ ] 21. Get on social platforms

Build Citations

- [ ] 22. Submit citations to top 50 sites
- [ ] 23. Check competitors' citations
- [ ] 24. Remove duplicate citations

Customer Reviews & Testimonials

- [ ] 25. Monitor and respond to reviews regularly
- [ ] 26. Look to generate more reviews
- [ ] 27. Add recognizable testimonials

Website Content & Backlinking

- [ ] 28. Remove duplicate content
- [ ] 29. Update content regularly
- [ ] 30. Build quality backlinks

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