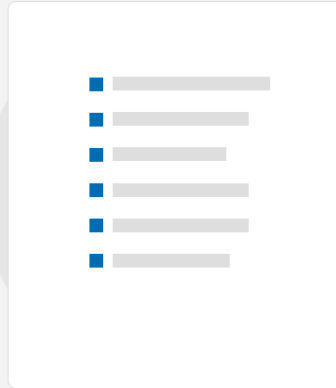


30 simple steps your business can take to boost local SEO



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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