

A Complete Local SEO Checklist to Improve Your Business in 2019

A complete local SEO checklist with over 50 checks, tips and ideas to help you improve your local SEO.

On Page Factors

- Have a good solid homepage, contact and about page.
- Include full NAP on the contact page.
- Add a Google Map to the Contact page.
- And make sure NAP is consistent.
- Make sure people can get to your location pages.
- Use clickable phone numbers on mobile.
- Ensure your website offers good user experience.
- Optimize your meta data.
- Use optimised images.
- Add Schema to your pages.

Local SEO content

- Create unique content for each page.
- Optimise your content for local search.
- Create local landing pages.
- Avoid thin copy.
- Use local keywords and references where possible.
- Use customer testimonials.
- Create a content calendar.
- Remove any duplicate content.
- Include local photos and videos.
- Use location-specific promotions.

Citations for Local SEO

- Use accurate name, address and phone.
- Link to the right location page.
- Perform a citation audit.
- Do a competitor citation analysis.
- List your business on local directories
- List your business on niche directories.
- Get listed on aggregators.

Google My Business

- Claim your listing.
- Verify your listing.
- Fix up any duplicate listings.
- Add a accurate data to your listing
- Add your physical address.
- Create unique GMB listings for each location.
- Select your business type.
- Add your local phone number.
- Add your website URL.
- Pick the right categories.
- Add photos of inside and outside of your business.
- Add useful information.

Social Media & Reviews

- Create social media profiles.
- Interlink your accounts.
- Don't forget to actually post things.
- Encourage customers to leave GMB reviews.
- Encourage third party reviews too.
- Respond to all your reviews.
- Put your reviews on your website.