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.

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