

# 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.
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- ☐ 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 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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