

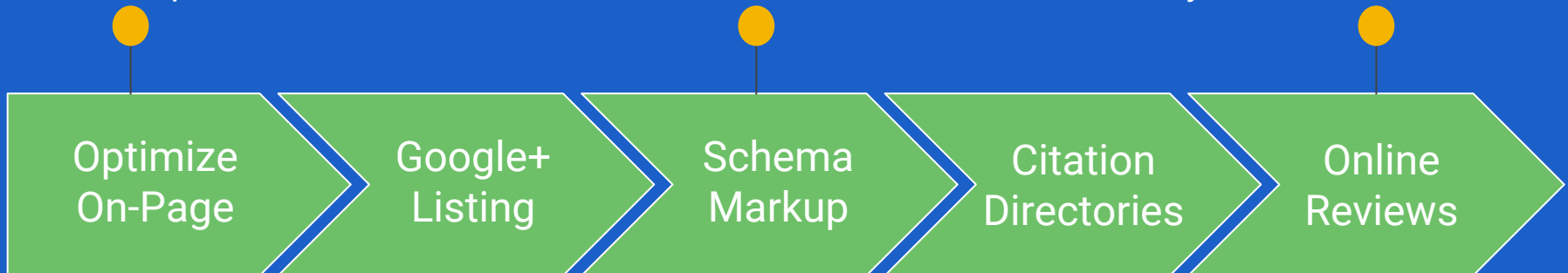
Local SEO Checklist

Focal point for the success of your local business.

Your website is the starting point of your online experience.

Helps search engines understand what your website is about.

Happy customers play an important role for your success.



Optimize
On-Page

Google+
Listing

Schema
Markup

Citation
Directories

Online
Reviews

A must-have for any business in pursuit of an online presence.

Consistent mentions of your Name, Address and Phone (NAP).

On-Page Optimization

- Website is responsive or has a separate mobile solution;
- Name, address and phone are listed on website;
- Optimized title and description tags for city/state/service;
- Optimized heading tags and body content for city/state/service;
- Website has city/state/service location pages;
- Add work hours, Google Map and directions to your business;
- Mentions of business industry or category in website copy;
- Use an SEO-friendly, clean URL structure
- Create a sitemap and an HTML sitemap for your users;
- Properly implemented Google Search Console and Google Analytics;

Google+ Local Listing

- Created and setup a Google+ profile account;
- Claimed or created your Google+ local business page;
- Chosen the right primary category for your business;
- Chosen the right secondary categories for your business;
- Listed your business name, phone and address exactly as on your website;
- Added logo and cover photo to your Google+ listing;
- Added at least 5 more photos of your office, team and services;
- Added a video about your business and/or services;
- Added your website to your Google+ local business page;
- Added a badge on your website to your Google+ local business page;



LocalBusiness Schema Markup

- Tested the existing Schema markup on your website;
- Generated the needed Schema markup for your business;
- Implemented or updated your Schema markup to be fully accurate;
- Marked other social profiles people can contact your business at;

Manage Citations and Directories

- Added important citations from Bing Places, Yahoo! Local, Factual, etc.
- Added your business to top citation directories for your country;
- Citation listings are filled with accurate information, photos and videos;
- Fixed citations where NAP is not accurate or consistent;
- Created social media profiles for your business (Facebook, Twitter, etc.);
- Created listings in niche directories for your business;
- Created listings in hyper local directories (city, neighbourhood);
- Added links to social media and important citations on your website;



Manage Your Online Reviews

- Make it extremely easy for your customers to leave you a review;
- Ask your current customers to write a review about their experience with you;
- Always respond back to reviews from customers, especially negative ones;
- Make sure you have testimonials / reviews on your website;

Local SEO Checklist

2017

by



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Website

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Facebook

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Google+

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Recruitment Line

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