localSEOchecklist ✅

30 simple steps your business can take to boost local SEO

- [ ] **Optimize title tags** Your title tags need to be concise with keywords you want to rank for.

- [ ] **Structure your URLs** Clean and simple URLs are more SEO-friendly.

- [ ] **Optimize your images** Heavy images can make your site slow-to-load.

- [ ] **Redirect all pages to www** Ensure all your site's pages are redirected to www.

- [ ] **Optimize your navigation menu** Items on your navigation menu should be made indexable.

- [ ] **Have consistent NAP details** Business Name, Address & Phone number need to be uniform across the internet.

- [ ] **Feature complete location data** Have a Contact Us page featuring the NAP of all your business locations.

- [ ] **Use structured data markup** Adding schema markup to your website improves SEO.

- [ ] **Pay attention to XML Sitemap** XML sitemaps make it easier for Google to find your site's pages and thereby improve SEO.

- [ ] **Create/Claim your Google My Business listing** Getting listed on Google will feature your business in Google's knowledge panel.

- [ ] **Setup Google Webmasters** Webmasters will help keep track of your site's search performance.

- [ ] **Setup Google Analytics** Google Analytics can help you analyze your website's data better.

- [ ] **Provide accurate data on your Google listing** A detailed GMB listing can help users pick your business over competitors.

- [ ] **Select business categories carefully** Picking the right main and additional categories can help you rank for more search keywords.

- [ ] **Develop a mobile-friendly website** Google's algorithm ranks mobile-first sites higher.

- [ ] **Create / Claim Bing listing** Getting listed on Bing can help you earn more leads for your business.

- [ ] **Create / Claim Yelp listing** Yelp is one of the most popular sites for business discovery and reviews.

- [ ] **Create / Claim listings on other directories** Ensure presence on all directories to increase your chances of being found.

- [ ] **Check listings on all major directories** Detect and resolve inconsistencies in your listings on all directories.

- [ ] **Get on niche-specific directories** Get listed on industry-specific directories to be found by more prospective customers.

- [ ] **Get on social platforms** Identify the platforms where your customers are and make your business visible.

- [ ] **Submit citations to top 50 sites** Get featured on the top citation sites for more referral traffic.

- [ ] **Check competitors' citations** Find where your competitors are and get on those sites as well.

- [ ] **Remove duplicate citations** Duplicate citations can push your rankings down due to inconsistencies in data.

- [ ] **Monitor and respond to reviews regularly** Replying to reviews can help you build a relationship with your customers.

- [ ] **Look to generate more reviews** Getting more positive reviews can improve your overall rating and attract more customers.

- [ ] **Add recognizable testimonials** Display reviews from existing local customers to improve your business' credibility.

- [ ] **Remove duplicate content** Check your website for duplicate content.

- [ ] **Update content regularly** Set up a blog that hosts content specific to the locations of your business.

- [ ] **Build quality backlinks** Work towards acquiring backlinks on sites with high domain authority.