LOCAL SEO CHECKLIST FOR YOUR BUSINESS WEBSITE

1 BASICS

- ◎ Setup Google Search Console
- ◎ Setup Google Analytics
- ◎ Verify HTTPS is enabled
- ◎ Make sure your website is mobile-friendly
- ◎ See if Google can read your website by searching 'site:yourdomain.com'

2 LISTING

- ◎ Claim your Google My Business listing
- ◎ Claim your Yelp listing
- ◎ Claim your Apple Maps listing
- ◎ Ensure your name, phone, address and website are accurate
- ◎ Add photos; interior, exterior, products, jobs and staff

3 ON-PAGE

- ◎ Add City + State to the home page title.
- ◎ Add City + State to your home page description.
- ◎ Add Name, Address and Phone to footer of website
- ◎ Add a blog to your website
- ◎ Assign a keyword to each page
- ◎ Ensure pages have title tags
- ◎ Ensure pages have meta descriptions
- ◎ Ensure images have alt tags

4 OFF-PAGE

- ◎ Join your local chamber of commerce
- ◎ Sponsor a local sports team or event
- ◎ Post consistently on one social network that fits best
- ◎ Check out your competitors and see what they are doing