

The Ultimate Checklist Local SEO Success

SEO, Reputation, Customers: The Winning Triangle
for Online Business Growth:

Ready to skyrocket your local SEO? Gear up with this checklist! We're talking optimized visibility, competitor-crushing tactics, and reputation management that wins hearts. Attract customers and dominate your local online game

Google My Business

- 1. Create your Google My Business profile **GMB**
- 2. Optimize your profile **LM**
 - Fill in business info
 - Select correct category
 - Add pictures

GMB Google My Business

LM Listing Management

SA Site Audit

PT Position Tracking

LBT Link Building Tool

SMP Social Media Poster

Website Optimization

- 3. Citation Management **LM**
 - Distribute your business info to the most authoritative directories
 - Suppress duplicates
- 4. Run a technical SEO audit **SA**
 - Make sure you're mobile friendly
- 5. Obtain locally relevant backlinks **LBT**
- 6. Add structured data markup to your pages **SA**

Online Reputation

- 7. Ask your real customers to leave online reviews
- 8. Reply to online reviews on Google and Facebook **LM**
- 9. Set up a Social Media calendar to engage your customers **SMP**
 - Post updates, deals, and special offers
 - Ask questions and gather feedback

Tracking

- 10. Create a rank tracking campaign **PT**
- 11. Track your target areas and devices **PT**
- 12. Look for local packs, hotel packs, images, and more SERP Features **PT** on your target keywords
- 13. Track your rankings in Google Maps **LM**