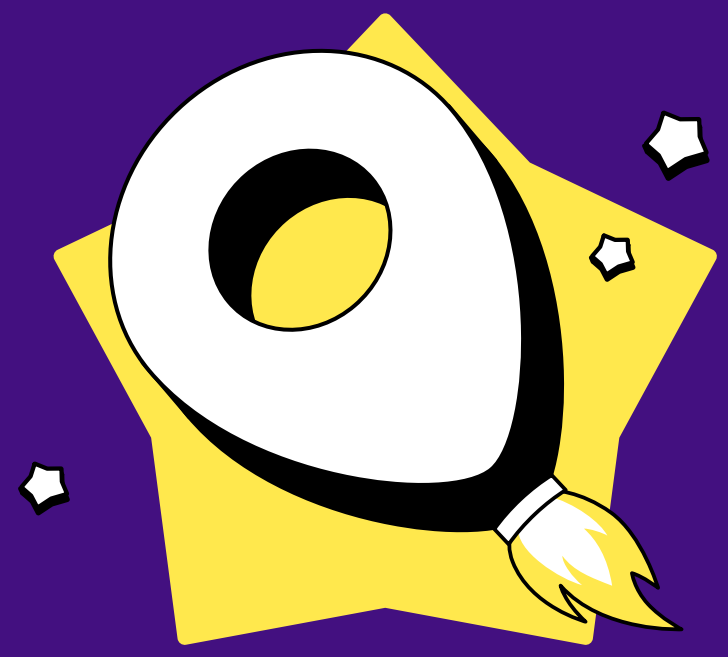


The Ultimate Local SEO Checklist

How to Rank Better, Manage Your Reputation, and Attract Customers



Being successful in local SEO is a tough challenge. Here's a checklist of the things you should focus on. These actions can assist you in optimizing your online visibility, competitor analysis, reputation management, and customer attraction.

GMB Google My Business

LM Listing Management

SA Site Audit

PT Position Tracking

LBT Link Building Tool

SMP Social Media Poster

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

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 on your target keywords** **PT**
- 13. Track your rankings in Google Maps** **LM**