

Local SEO Checklist

Introducing the most comprehensive checklist for local SEO...Ever!

How can your website rank higher for localized searches in Google, Bing, and Yahoo!?

That's a question that business owners and marketer's have asked since the invention of modern search engines. You can take the mystery out of higher rankings and visibility for your website today with this local SEO checklist from **Local SEO Audits**.

Technical Local SEO

How to ensure your website is built for people and search engines

Technical Local SEO deals with the underlying software and technology powering your website. Each of these elements influence how people use and search engines rank your website. The main goal is to have an issue free website that is easy to use and properly indexed in the major search engines.

- The website is hosted within the country it is primarily targeting website visitors
- The website page load speed is above average using Google Page Speed tool
- The website looks good, and functions properly on mobile phones, tablets, and computers
- The website navigation is simple to use and makes it easy to find information
- There are no 404 error pages or other redirection issues preventing visitor or search engine access
- A Google Search Console account is present and properly configured for use
- All website pages are appearing in the Google index
- A Bing Webmaster Tools account is present and properly configured for use
- All website pages are appearing in the Bing index

On-page Local SEO

What your website needs to delight people and search engines

On-page Local SEO addresses the actual content found on every page of your website. Each of these elements influence how people take action on and search engines rank your website. The main goal is to have an informational website that makes it easy for people and search engines to understand what you do best.

- There is a unique page title for each website page
- Each website page title is optimized for search phrases that match the pages content
- There is a compelling meta description for each website page
- Each website page has an H1 tag containing the targeted search phrase
- Each website page uses H2 tags containing related search phrases
- Each website page uses H3 tags containing related search phrases
- Each website pages uses image alt and title tags describing the image
- There is a location page for each business location that contains address, hours, and a map
- The business name, address, and phone number is found on every page
- The business name, address, and phone number is implement with structured markup
- Each website page has a specific call to action for the visitor to take

Off-page Local SEO

How the websites in even the most competitive niches outrank the rest

- ❑ Off-page Local SEO concerns how other websites on the internet interact with your website. Each of these elements influence how visitors can find your website and how search engines rank your website. The main goal is to have as many links from other relevant websites as possible (or more than your competitors).
- ❑ The total number of backlinks to the website are on-par with competitors (or better)
- ❑ There are no unusual anchor text patterns or excessive use of optimized anchor texts in backlinks
- ❑ There are no manual penalties related to links pointing to your website in Google Search Console
- ❑ There is a plan in place for promoting your website online to increase links and business mentions

Google My Business

The amazing secret to increased local search engine visibility and rankings

Google My Business is a subset of Off-page Local SEO that greatly influences your rankings for localized searches and visibility within Google Maps. Each of these elements influences the relative weighting of your Google My Business profile versus others in your area. The main goal is to have claimed, accurate, profiles for all of your business locations, providers, or professionals.

- ❑ There is a Google My Business profile for each business, office location and or provider
- ❑ Each Google My Business profile for the business has been claimed and properly categorized
- ❑ Each Google My Business profile for the business has accurate and up-to-date information
- ❑ Each Google My Business profile has at least 30 positive reviews (4, 5 stars)
- ❑ Each Google My Business Profile responds to its reviews as they are left

Local Directory Listings

What people see first before they even visit your website or location

Local Directory Listings are a subset of Off-page Local SEO that often appear for search of your brand and have a small influence on search rankings. Each of the elements can potentially impact the first impressions of your and online reputation of your business.

- ❑ The business information has been scanned to find popular online listings and profiles
- ❑ All major listings and profiles for each business location, and or provider have been claimed
- ❑ All major listings and profiles for each business location, and or provider have accurate information
- ❑ All major listings and profiles for each business location, and or provider are being monitored