

LOCAL SEO CHECKLIST



STRATEGIZE. CREATE. ANALYZE.

50% of users who do a local search on mobile for a business visit its store within a day, which means it's essential that your website ranks highly in the search engine results page (SERP) and Google's 'Snack Pack'.

Follow this handy printable checklist to help you conquer local!





KEYWORDS

1. Target keywords are present in these key locations:
 - Website pages are optimized with targeted keywords
 - Listings
 - Reviews
 - Social sites
2. Site is connected with:
 - Google Analytics
 - Search Console



COMPETITOR RESEARCH

1. Make a list of competitors in the area and compare these SEO stats with your client:
 - GMB ranking for top keywords
 - Organic rankings for top keywords
 - Review quantity and quality across top relevant review sites like GMB, Facebook, Yelp, etc.
 - Number of links
 - Number of citations
 - Site Speed
 - Social Stats



GOOGLE MY BUSINESS LISTING

- Has a GMB listing?
- If so, is it claimed and verified?
- All business information present and correct?
- Has multiple reviews and a high cumulative rating?
 - Responding to reviews?
- Has proper GMB categories?
- Has multiple images of the business?
- Have created any GMB posts?
- Has Questions & Answers section?



REVIEWS

1. Has positive ratings and reviews on core review sites?
 - Google My Business
 - Facebook
 - Yelp
2. Has positive ratings and reviews on vertical-specific sites?
 - Houzz
 - Tripadvisor
 - Healthgrades



LINKS

- Has multiple relevant local links?
- Has links with industry or vertical topic clusters?
- Has links with high domain authority?
- No spammy, off-topic links
 - No links from resource pages that contains hundreds of links
 - No links from guestbooks that contains hundreds of links



CITATIONS

1. Name/Address/Phone is correct for structured citations
 - Always - Often
 - Seldom - Never
2. Name/Address/Phone is correct for UNstructured citations
 - Always - Often
 - Seldom - Never



SCHEMA-MARKUP FOR LOCAL

- Has correct schema markup on website?
- Has correct JSON-LD on website?
- Has correct schema markup on website pages-posts?



MAIN PAGES

Keywords optimization

- Has keywords in meta tags (title and description)?
- Title lengths are about 65 characters (512 pixel)?
- Meta description lengths are 225-300 characters?
- Has keywords in page titles?
- Has keywords in URL? (It's okay to have stop words, or break up long tail keywords as long as all words are contained)
- Has brand name at the end of SERP title?
- Keyword density is 2-3% (combined all keywords)?
- Content Length is at least 570 words



IMAGE SEO

- Has alt tags on images? (Tags should contain keywords, but no keyword stuffing. Alt tags should be succinct—like you were describing the image in a caption)
- Has keywords in image title and description? (Most of the people leave this option but it can certainly boost keyword rank)



WEBSITE SPEED

- Site loading time is less than 3 seconds?
- Has Google PageSpeed Insights Score of at least 80 on mobile?
- Has Google PageSpeed Insights Score of at least 70 on desktop?



SITE ENGAGEMENT

1. Check analytics for:

- Time spent on site
- Pages per session
- Bounce rate

SOCIAL ENGAGEMENT

- Check number of people that like your client's page on Facebook
- Check Facebook shares & likes per post
 - Compare to local competitors

- Check number of Twitter followers
- Check Twitter retweets & likes per tweet
- Check Tweets mentioning your brand name
 - Compare to local competitors

- Check number of LinkedIn company followers
- Check LinkedIn shares per post
 - Compare to local competitors