

# The Ultimate *Local Optimization Checklist*

## ○ **Create or Claim Your Google My Business Listing**

Claiming your profile allows you to control the information that Google displays on search results, in the Knowledge graph, and on Google Maps.

## ○ **Optimize Your Google My Business Listing**

Your business listing should include important keywords and search phrases to make sure that your potential customers can find you on Google.

## ○ **Create Local Content**

FAQ pages, location-specific pages, local events or product announcements, partnering with other businesses in your area, how-to and best-of guides -- the options are endless!

## ○ **Optimize for Mobile**

Google looks at your mobile site first, not your desktop site.

## ○ **On-Page Optimizations**

Use location and keywords in the title, meta descriptions, header tags (H1, H2) and image alt-tags.

## ○ **Link Building & Local Backlinks**

Start with local citations and then move to reaching out to local bloggers and local media outlets.

## ○ **Encourage Regular Reviews**

High-quality reviews improve your business' visibility.

## ○ **Social Media**

Yep, SEO applies to your social platforms, too! Location, keywords, and all those hashtags are pieces of the SEO puzzle. At minimum, your local business should have a Facebook page with all the necessary info - address, phone number, hours, website link, & reviews.

## ○ **Structured Data Markup**

Among the most technical of the items on this list

Search Engine Optimization (SEO) is the process of fine-tuning a website in an effort to improve its "natural" search engine rankings over time for targeted keyword search phrases. When focusing on Local SEO, these targeted keyword search phrases will focus on your city, neighborhood, or colloquial area name in addition to the words you're using to describe your product or service.