The Ultimate Local SEO Checklist

Getting started with local SEO:

I have:

- Set up a Google Analytics account
- Applied the Google Analytics tracking code to my website
- Set up a Google Search Console account
- Set up a Google My Business account
- Optimised my Google My Business profile with a description and images
- Checked that my website resizes properly on mobile phones and tablets
- Researched which keywords I need to target on my website

Optimising my website:

I have:

- Given every page a unique, keyword-optimised page title no longer than 65 characters
- Given every page a unique, keyword-optimised meta description no longer than 155 characters
- Given every page a unique, keyword-optimised H1 heading
- Used sub-headings to break up my page content into easy to read sections
- Written at least 300 words of relevant, keyword-optimised content for every page
- Removed any duplicate content
- Spellchecked and proofread all written content
- Included my business information on every page
- Used Google Search Console to check for broken links
- Fixed all broken links with redirects to the appropriate page
- Connected my pages with relevant internal links and anchor text
- Given every new page a keyword-optimised URL
- Optimised my website images with descriptive alt text
- Reduced the file sizes of all website images
- Removed any surplus widgets and add-ons

Increasing my website's visibility:

I have:

- Listed my business in relevant directories
- Checked that my business information is correct across the web
- Sought out backlink opportunities from reputable local sources
- Encouraged my customers to leave Google reviews
- Responded to all outstanding Google reviews

Maintaining and marketing my website:

I have:

- Started regularly blogging on my website
- Added unique, location-specific pages
- Used Google Analytics to identify which pages are not performing well
- Optimised these existing pages to improve their performance
- Set up social media accounts for my business
- Added my website address to each social media profile
- Shared links to my website content on social media
- Added links to my social media accounts to my website
- Added social sharing buttons to my website