

Local SEO Checklist

Our "Get Started" Basics

If you're looking for more local traffic, make sure to prioritize improving your local SEO. Here is a basic checklist to help you get started.



Google My Business

Add as much information about your business as possible to your Google My Business profile.

Internal Linking

Link to other pages on your website to distribute page authority and improve site navigation.



Location Pages

If you have more than one location, create a page for each location and add a map and reviews to each page.

NAP Consistency

Make sure that your Name, Address, and Phone (NAP) is listed the exact same way across different directories.



Social Media

Create an account on relevant social networks and link to your website on each account.

Inbound Linking

Ask local websites like your Chamber of Commerce or other associations to link to your website to build authority.

