

Local SEO Checklist

Action Checklist & Resources

by The HOTH

#1 Fix NAP Citations

NAP citation accuracy & consistency are critical, but realize that some small inconsistencies (like the difference between street vs st. won't hurt you).

To Do:

- Do an audit of existing citations
- Compare that list to the list of normalizations
- Contact directories to fix inconsistencies if necessary

P.S. The HOTH Can do all this for you with our citation cleanup service (hands free!). We also perform an audit in every one of our local packages here if you don't know where you stand.

#2 Get Reviews

Reviews are important because they garner more clicks & most people won't consider a business with low ratings.

To Do:

- Get at least a few reviews from friends / family / associates close to the business just to get started
- Set up a system to ask customers for reviews like [this one](#)

#3 Focus On Organic

Don't forget about your organic site, organic search results are still [getting tons of clicks](#).

To Do:

- Make sure your website is optimized
- Build out landing pages for surrounding areas

#4 Include Neighborhoods In Your Keywords

Lots of people don't only search for city + keyword, they search for neighborhood + keyword.

To Do:

- Write down all the neighborhoods you serve or could serve
- Include them on your pages, or build out specific landing pages for them

#5 Optimize Top Ranking Directories

Directories often rank well, and you should make sure you rank well in them.

To Do:

- Look up your main keywords
- Write down the directories that are ranking on page 1-2
- Make sure you have a listing in that directory
- Do research to find out what makes a listing rank highly inside that directory

#6 Build Out Local Landing Pages

You can totally build out a local landing page to get more traffic, even if you don't have an address in that city.

- Follow this awesome tutorial [here](#)

#7 Make Sure You're Using Call Tracking Correctly

Call tracking can mess up your site, but it doesn't have to.

To Do:

- Change all call tracking numbers to images on your site or use dynamic insertion

#8 Get Google Support (If You Need It)

You can actually get Google on the phone if you are having trouble with your listings.

To Do:

- Access phone support by [following this tutorial](#)

#9 Make Sure Your Local Site Is Mobile Optimized

94% of smartphone users have looked for local info and 84% have taken action as a result. Your website needs to be optimized for mobile.

To Do:

- Check to see if Google thinks your site is [mobile here](#)
- If not, update the theme or create a new website based on [suggestions here](#).

#10 Rank An Alternative Property

You can rank alternative properties on the front page - it doesn't just have to be your website.

To Do:

- Youtube - Create a youtube video for each of your main keywords
- Facebook - Put your keywords on your Facebook page
- Twitter - Put your keywords on your twitter page
- LinkedIn - In our experience linked in pages rank really well, make sure to create one and put your main keywords
- Link to all these pages from your main site.