

The Best Local SEO Checklist

Follow this local SEO checklist if you are trying to rank your local business in Google's local search results.

On-Page Optimization

- City or State included in all Title Tag descriptions
 - City or State included in heading tags (H1, H2,..)
 - City or State included in content of body (Bolded or italicized at least once)
 - Site has mobile or responsive layout
 - Google+ local categories included in Meta Data
 - Hours, directions and Google map added to contact page
 - Mobile sitemap found
 - List your Name, address, phone number on every page
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Google+

- Create a Google+ Account
 - Select service categories on Google+ local page
 - Add a Google+ badge for pages
 - Create and/or claim your Google+ Business page
 - Add photos and videos to your Google+ local page
 - Link website to Google+
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Search Engine Registration

- Request a Google Pin Via Postcard
 - Request a Bing Pin Via Postcard
 - Verify with Yahoo Via phone call
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Local Listings

- Claimed or add multiple local listings (Yelp, CitySearch, HotFrog, UrbanSpoon,...)
 - Add photo's and videos to your local listings
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Submit to local and regional business directories

No variations of your company's info exist online (use getlisted.org to search for duplicates)

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