

Local SEO Checklist

All items on this checklist should be completed before this **website** is considered optimized for local search.

Website: _____

On-Page Optimization

- City or state included in all title and description tags
- City or state included in heading tags (H1, H2, etc.)
- 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 (see Google+ section)
- Hours, directions and Google map added to contact page
- List your NAP (name, address and phone) on every page
- Mobile sitemap found

Google+

- Created a Google+ local account
- Selected service categories on Google+ local page
- Added a Google+ badge for pages
- Created or claimed your Google+ business page
- Added photos and videos to your Google+ local
- Linked website to Google+ with code snippet

Search Engine Registration

- Requested a Google pin via postcard
- Requested a Bing pin via postcard
- Verified with Yahoo via phone call

Local Listings

- Claimed or added multiple local listings (i.e. - Yelp, CitySearch, HotFrog, UrbanSpoon, FourSquare, Yellow Pages)
- Submitted to local and regional business directories
- Added photos and videos to your local listings
- No variations exist online of your company info (Used GetListed.org to check consistency)

Company Name

Address City State Zip Code

Phone

Web Address or URL

