

LOCAL SEO CHECKLIST

SEO



TOP 25 TIPS FOR 2021

Search engine optimization is the process of improving the quality and quantity of website traffic to a website or a web page from search engines. SEO targets unpaid traffic rather than direct or paid traffic.

By making sure you can check off each of the following, you're increasing your presence in search results and therefore increasing traffic to your website.

TECHNICAL

- Have a FAST website
- Pass the Mobile Friendly Test
- Have a Responsive Design
- Use Schema Markup to Stand Out in SERP
- AVOID Duplicating Your Content



ON-PAGE

- Target Geographical Keywords
- Add Location in Logo File Name
- Include Location in Logo ALT Text
- Add Location in Title Tag
- Optimize Images
- Add Location in Meta Description

ON-PAGE CON'T

- Add Google Map to Contact Page
- Start a Blog
- Have a Call Us Button on ALL Pages
- Add Local Testimonials to Landing Pages
- Add Staff Bios to "Meet our Team Page"

OFF-PAGE

- Register Company on Google My Business
- Register Company on Bing Places for Business
- Register on YELP for Business Owners
- Be Active and Consistent on Social Media
- Ask For Reviews from Happy Customers
- Reply to Every Review or Comment
- Get Links from Niche Related Websites
- Get Links from Online Newspapers & Magazines

