

# LOCAL SEO CHECKLIST

**Website:** \_\_\_\_\_

- ☐ Find the keywords you want and rank for.
- ☐ Use these keywords to optimize your content site-wide.
- ☐ Create a Google My Business page. Ask for Google reviews.
- ☐ Create, publish, and promote high-quality, and original content.
- ☐ Have a snappy and responsive mobile site that loads quickly.
- ☐ Proactively work on link building.
- ☐ Create social media pages of your business.
- ☐ Use Google Analytics to measure your results.