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Local SEO Checklist

Create Your Local Presence

- ☐ Create a Google My Business listing
- ☐ Create a Bing listing
- ☐ Add images to your listings
- ☐ Add location details
- ☐ Add contact information
- ☐ Add product/service listings to the profile

Optimize My Website

- ☐ Check site speed on pagespeedinsights
- ☐ Optimize your on page SERP results
- ☐ Create local listing pages
- ☐ Optimize your sites navigation
- ☐ Submit your sitemap to Google
- ☐ Add alt text to images
- ☐ Make sure your website is mobile friendly

Keyword Research

- ☐ Find your primary keywords
- ☐ Assess your users search intent
- ☐ Review the keyword difficultly
- ☐ Research commonly asked questions
- ☐ Research into competitors keywords

Develop Authority

- ☐ Research into competitors links
- ☐ Review your competitors domain ranks
- ☐ Outline high value content you have
- ☐ Create high value pages on your
- ☐ Reach out to sites to write content for
- ☐ Develop citations for the site