CHEAT SHEETS HERO

Local SEO Cheat Sheet
A concise cheat sheet to help you optimize your online presence for local search and leverage analytics to improve your local SEO strategy.

Foundational Elements

Google My Business (GMB) Optimization

Claim & Verify: Ensure your GMB listing is claimed and fully verified.

NAP Consistency: Maintain consistent Name, Address, and Phone number across all online platforms.

Business Description: Craft a compelling and keyword-rich business description.

Categories: Select primary and secondary categories accurately reflecting your business.

Photos & Videos: Add high-quality photos and videos showcasing your business, products, or services.

Posts: Regularly publish GMB Posts to share updates, offers, and events.

Q&A: Monitor and answer questions posted by users in the Q&A section.

On-Page SEO for Local

Location Pages: Create dedicated pages for each location with unique content.

Keywords: Incorporate local keywords (city, region) naturally throughout your website content.

Schema Markup: Implement local business schema markup to provide structured data to search engines.

Title Tags & Meta Descriptions: Optimize title tags and meta descriptions with local keywords.

Mobile-Friendliness: Ensure your website is mobile-friendly and responsive.

Page Speed: Optimize website loading speed for a better user experience and search ranking.

Internal Linking: Use internal links to connect related pages on your website, including location pages.

Local Citations

Core Citations: Build citations on major directories (e.g., Yelp, Yellow Pages, Foursquare).

Industry-Specific Citations: Obtain citations on directories relevant to your industry.

Local Chamber of Commerce: List your business on your local Chamber of Commerce website.

NAP Consistency: Maintain NAP consistency across all citations.

Monitor Citations: Regularly monitor and update citations to ensure accuracy.

Citation Audit: Perform a citation audit to identify and correct any inconsistencies.

Advanced Local SEO Tactics

Link Building

Local Partnerships: Build relationships with local businesses and organizations for link opportunities.

Sponsorships: Sponsor local events and organizations in exchange for links.

Guest Blogging: Contribute guest posts to local blogs and websites.

Broken Link Building: Find broken links on local websites and offer your content as a replacement.

Resource Page Linking: Get listed on local resource pages.

Press Releases: Distribute press releases about local events or news.

Review Management

Encourage Reviews: Actively encourage customers to leave reviews on Google and other relevant platforms.

Respond to Reviews: Respond promptly and professionally to both positive and negative reviews.

Monitor Reviews: Regularly monitor online reviews to identify and address any issues.

Use Review Schema: Implement review schema markup to display star ratings in search results.

Address Negative Reviews: Handle negative reviews constructively and offer solutions to resolve customer issues.

Highlight Positive Reviews: Showcase positive reviews on your website and marketing materials.

Content Marketing

Local Blog Posts: Create blog posts about local events, news, and topics relevant to your audience.

Local Guides: Develop local guides showcasing the best of your city or region.

Case Studies: Publish case studies highlighting successful local projects or customer stories.

Infographics: Create infographics about local trends or statistics.

Videos: Produce videos showcasing your business, products, or services in a local context.

Community Engagement: Participate in local events and initiatives to build brand awareness.

Local SEO Analytics & Tracking

Google Analytics

Track Website Traffic: Monitor website traffic from local sources.

Set Up Goals: Define goals to track conversions (e.g., contact form submissions, phone calls).

Analyze User Behavior: Understand how users are interacting with your website.

Identify Popular Pages: Determine which pages are attracting the most local traffic.

Measure Bounce Rate: Assess the bounce rate to identify areas for improvement.

Track Mobile Traffic: Monitor mobile traffic to optimize the mobile experience.

Google Search Console

Monitor Search Performance: Track your website's performance in local search results.

Identify Keywords: Determine which local keywords are driving traffic to your website.

Check Indexing Status: Ensure your website is properly indexed by Google.

Submit Sitemap: Submit a sitemap to help Google crawl your website more efficiently.

Fix Crawl Errors: Identify and fix any crawl errors that may be affecting your website's visibility.

Monitor Mobile Usability: Check for mobile usability issues and address them promptly.

GMB Insights

Track Views: Monitor how many people are viewing your GMB listing.

Analyze Search Queries: Determine which search queries are leading users to your GMB listing.

Monitor Actions: Track actions taken by users (e.g., website clicks, phone calls, directions requests).

Understand Audience: Gain insights into the demographics and interests of your audience.

Track Popular Times: Determine the busiest times for your business.

Monitor Photo Views: Track the number of views your photos are receiving.

Troubleshooting & Maintenance

Common Local SEO Issues

NAP Inconsistencies: Inconsistent Name, Address, and Phone number across online platforms.

Duplicate Listings: Multiple GMB listings for the same business.

Negative Reviews: Unaddressed negative reviews impacting your online reputation.

Missing or Inaccurate Information: Incomplete or incorrect information on your GMB listing or website.

Lack of Reviews: Insufficient number of reviews affecting your ranking and credibility.

Poor Website Performance: Slow loading speed and mobile usability issues.

Maintenance Checklist

Regular GMB Updates: Update your GMB listing with fresh content, photos, and offers.

Citation Monitoring: Regularly monitor and update your citations.

Review Management: Actively monitor and respond to reviews.

Content Refresh: Refresh your website content with new and relevant information.

Link Building: Continue building high-quality local links.

Analytics Review: Regularly review your analytics data to identify trends and opportunities.

Tools & Resources

Google My Business:
https://www.google.com/business/

Google Search Console:
https://search.google.com/search-console/

Google Analytics: https://analytics.google.com/

Moz Local: https://moz.com/local

BrightLocal: https://www.brightlocal.com/

Whitespark: https://whitespark.ca/