Measuring Local Online Exposure Checklist

Print off this checklist and tick off each step as you go through the 'Metrics Made Manageable: Measuring Your Local Online Presence' guide on our Talk About Digital Podcast website.

The Importance of Tracking Your Local Online Exposure

- ☐ Understand why local online presence matters for your business
- ☐ Learn how measuring your online exposure can drive local success

Tracking Your Local Search Engine Rankings

- ☐ Perform regular manual searches to monitor your position in local search results
- ☐ Set up Google Alerts to be notified when your business is mentioned online
- ☐ Use Google Search Console to track local keyword performance
- ☐ Monitor and compare your search rankings over time
- ☐ Use search ranking data to improve your local visibility

Measuring Website Traffic from Local Audiences

- ☐ Set up Google Analytics to track local visitors

- ☐ Create location-based filters in Google Analytics
- ☐ Analyse traffic sources to identify local visitors
- ☐ Use Behaviour Flow reports in Google Analytics to understand local customer behaviour
- ☐ Identify key pages and exit points for local visitors
- ☐ Optimise your website based on insights from local visitor data

Monitoring Local Engagement on Social Media

- ☐ Identify local followers on your social media platforms
- ☐ Track local audience interactions with your posts
- ☐ Use local hashtags and location tags to reach local audiences
- ☐ Track your social media follower count regularly
- ☐ Analyse follower demographics to measure the growth of your local audience
- ☐ Calculate engagement rates and assess local influence on social media
- ☐ Track mentions and shares by local users
- ☐ Respond to reviews and feedback on social media to boost local engagement

Analysing Online Reviews and Local Reputation

- ☐ Identify key review platforms for your business
- ☐ Set up alerts and notifications to monitor reviews
- ☐ Use free tools to track reviews across various platforms

- ☐ Calculate your average rating and track review volume and recency
- ☐ Analyse review sentiment to gauge local consumer trust
- ☐ Track local review trends to understand local reputation
- ☐ Respond promptly to customer reviews
- ☐ Use positive reviews in your marketing efforts

Evaluating Local Citations and Directory Listings

- ☐ Identify key local directories for your business
- ☐ Search for your business across these directories
- ☐ Verify and update your business details (NAP) in all listings
- ☐ Create a citation tracking sheet to log your directory listings
- ☐ Regularly check for inconsistencies in your citations
- ☐ Use free citation tools to monitor your listings
- ☐ Track your local search rankings and analyse the impact of citations
- ☐ Monitor website traffic for increases after citation updates
- ☐ Track customer enquiries and visits following citation improvements

Assessing the Effectiveness of Local Online Advertising

- ☐ Set up Google Ads for local campaigns
- ☐ Use Facebook Ads Manager to track local ad performance
- ☐ Implement UTM parameters to track ad-generated traffic

- ☐ Monitor reach and impressions of your local ad campaigns
- ☐ Analyse engagement metrics (clicks, likes, shares) for your ads
- ☐ Track local conversions resulting from your ads
- ☐ Review and compare the performance of your ad campaigns
- ☐ Adjust targeting and budget based on ad performance
- ☐ Conduct A/B tests to optimise future campaigns

Making Your Measurements Count

- ☐ Identify areas of strength and weakness in your local online presence
- ☐ Leverage positive feedback to enhance your marketing efforts
- ☐ Address weaknesses using data-driven insights
- ☐ Define specific, measurable objectives based on your data
- ☐ Prioritise goals that will have the biggest impact on attracting local customers
- ☐ Create a step-by-step action plan to achieve each goal
- ☐ Set up a regular review schedule to monitor progress
- ☐ Adjust strategies based on your data
- ☐ Celebrate successes and learn from any setbacks

Tools for Tracking Your Local Online Exposure

- ☐ Use Google Business Profile to monitor your profile's performance
- ☐ Set up and use Google Analytics to track website traffic
- ☐ Monitor your site's search presence with Google Search Console

- ☐ Track social media engagement using Facebook Insights
- ☐ Use BrightLocal for citation tracking and review monitoring
- ☐ Manage social media content and performance with Hootsuite

By using this checklist and following the related guide on the TAD website you will understand how to track and measure the exposure and impact of your local online presence, so you are able to streamline your local online marketing to be more impactful, helping you to grow even more new local customers. Those customers that you 'want' to do business with.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.