Small Business Local SEO Checklist

Print off this checklist and tick off each step as you go through the 'Google Gains: How to Attract Local Customers with Your Website' guide on our Talk About Digital Podcast website.

The Power of Local SEO

- ☐ Understand the role of Local SEO in attracting nearby customers
- ☐ Identify how your website can act as a magnet for local customers
- ☐ Recognise the importance of focusing on local search to drive business growth

Local Keyword Optimisation

- ☐ Identify relevant local keywords for your business
- ☐ Incorporate local keywords into title tags, meta descriptions, and headers
- ☐ Use local keywords in URLs, body content, and image alt text
- ☐ Create localised content that includes targeted local keywords

Creating Content That Converts Local Visitors into Customers

- ☐ Craft website content that speaks directly to your local audience
- ☐ Develop localised blog posts and pages to engage local visitors
- ☐ Showcase customer testimonials and case studies from local customers

On-Page SEO for Local Search Success

- ☐ Optimise title tags with local keywords
- ☐ Write compelling meta descriptions that include local keywords
- ☐ Use H1, H2, and H3 tags effectively with local keywords
- ☐ Create clear, descriptive URLs that include local keywords

Building Local Landing Pages

- ☐ Identify specific locations to target with dedicated landing pages
- ☐ Create clear, localised headlines for each landing page
- ☐ Provide location-specific information on each page
- ☐ Include high-quality local images
- ☐ Add customer testimonials from the local area
- ☐ Offer local promotions and highlight local events on landing pages

Enhancing Local Visibility with On-Site Technical SEO

- ☐ Implement local business schema markup on your website

- ☐ Optimise your internal linking structure with local keywords
- ☐ Ensure your website's navigation is user-friendly for local visitors

Leveraging Local Reviews on Your Website

- ☐ Create a dedicated page for customer reviews and testimonials
- ☐ Display customer reviews on key pages, such as the homepage and service pages
- ☐ Highlight local reviewers in testimonials
- ☐ Use structured data markup to add review snippets to search results

Monitoring and Improving Your Website's Local SEO Performance

- ☐ Set up and use Google Analytics to track website traffic
- ☐ Monitor your site's performance with Google Search Console
- ☐ Regularly check local search rankings using SEO tools
- ☐ Analyse traffic sources and user behaviour on your website
- ☐ Make data-driven adjustments to improve local customer acquisition

Keeping Your Website's Local SEO Fresh and Effective

- ☐ Regularly review and update website content to stay relevant

- ☐ Add new content that addresses local events or trends
- ☐ Stay informed about local SEO trends and algorithm changes
- ☐ Adapt your strategy based on SEO updates and changes
- ☐ Create a content calendar to plan regular updates and new content
- ☐ Engage with local events and encourage user-generated content

By using this checklist and following the related guide on the TAD website you will understand how to get your website working for you, attracting through Google search those local people that will buy what you are selling.

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'.