

Local SEO Checklist

Action Checklist & Resources

by [The HOTH](#)

#1 Fix NAP Citations

NAP citation accuracy & consistency are critical, but realize that some small inconsistencies (like the difference between street vs st. won't hurt you).

To Do:

- Do an [audit of existing citations](#)
- Compare that list to the list of [normalizations](#)
- Contact directories to fix inconsistencies if necessary

P.S. The HOTH Can do all this for you with our [citation cleanup service](#) (hands free!). We also perform an audit in every one of our [local packages here](#) if you don't know where you stand.

#2 Get Reviews

Reviews are important because they [garner more clicks](#) & most people won't consider a business with [low ratings](#).

To Do:

- Get at least a few reviews from friends / family / associates close to the business just to get started
- Set up a system to ask customers for reviews like [this one](#)

#3 Focus On Organic

Don't forget about your organic site, organic search results are still [getting tons of clicks](#).

To Do:

- Make sure your website is optimized
- Build out landing pages for surrounding areas

#4 Include Neighborhoods In Your Keywords

Lots of people don't only search for city + keyword, they search for neighborhood + keyword.

To Do:

- Write down all the neighborhoods you serve or could serve
- Include them on your pages, or build out specific landing pages for them

#5 Optimize Top Ranking Directories

Directories often rank well, and you should make sure you rank well in them.

To Do:

- Look up your main keywords
- Write down the directories that are ranking on page 1-2
- Make sure you have a listing in that directory
- Do research to find out what makes a listing rank highly inside that directory

#6 Build Out Local Landing Pages

You can totally build out a local landing page to get more traffic, even if you don't have an address in that city.

- Follow this awesome tutorial [here](#)

#7 Make Sure You're Using Call Tracking Correctly

Call tracking can mess up your site, but it doesn't have to.

To Do:

- Change all call tracking numbers to images on your site or use dynamic insertion

#8 Get Google Support (If You Need It)

You can actually get Google on the phone if you are having trouble with your listings.

To Do:

- Access phone support by [following this tutorial](#)

#9 Make Sure Your Local Site Is Mobile Optimized

94% of smartphone users have looked for local info and 84% have taken action as a result. Your website needs to be optimized for mobile.

To Do:

- Check to see if Google thinks your site is [mobile here](#)
- If not, update the theme or create a new website based on [suggestions here](#).

#10 Rank An Alternative Property

You can rank alternative properties on the front page - it doesn't just have to be your website.

To Do:

- Youtube - Create a youtube video for each of your main keywords
- Facebook - Put your keywords on your Facebook page
- Twitter - Put your keywords on your twitter page
- LinkedIn - In our experience linked in pages rank really well, make sure to create one and put your main keywords
- Link to all these pages from your main site.