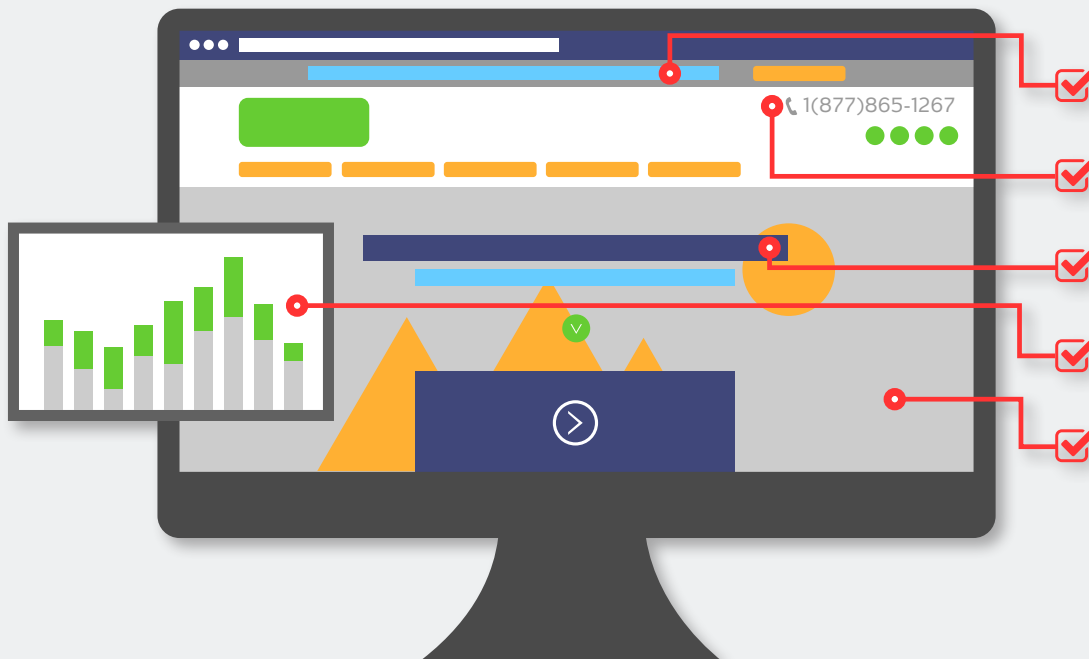


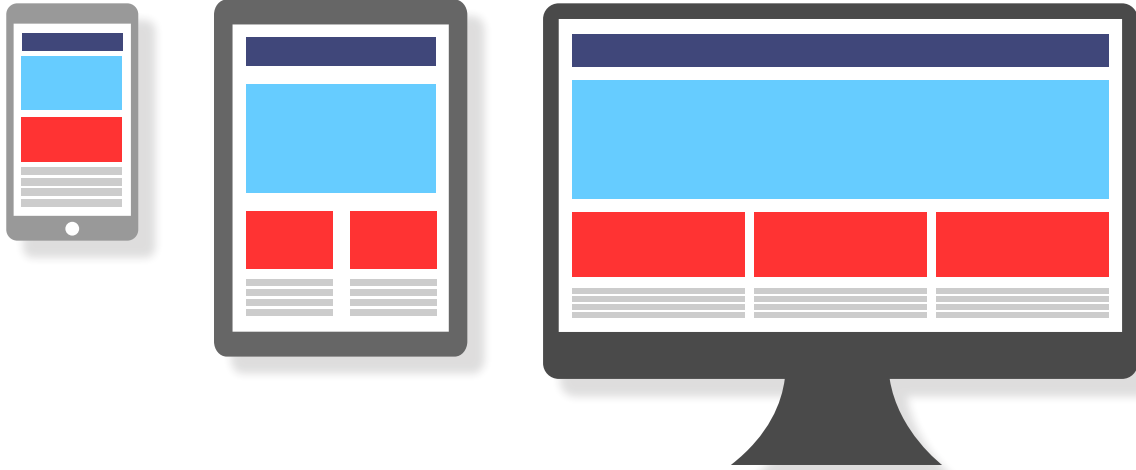
LOCAL SEO CHECKLIST

35 Points to Ensure
Your Local Customers **Can Find You**



Have Your Covered All Your Bases?

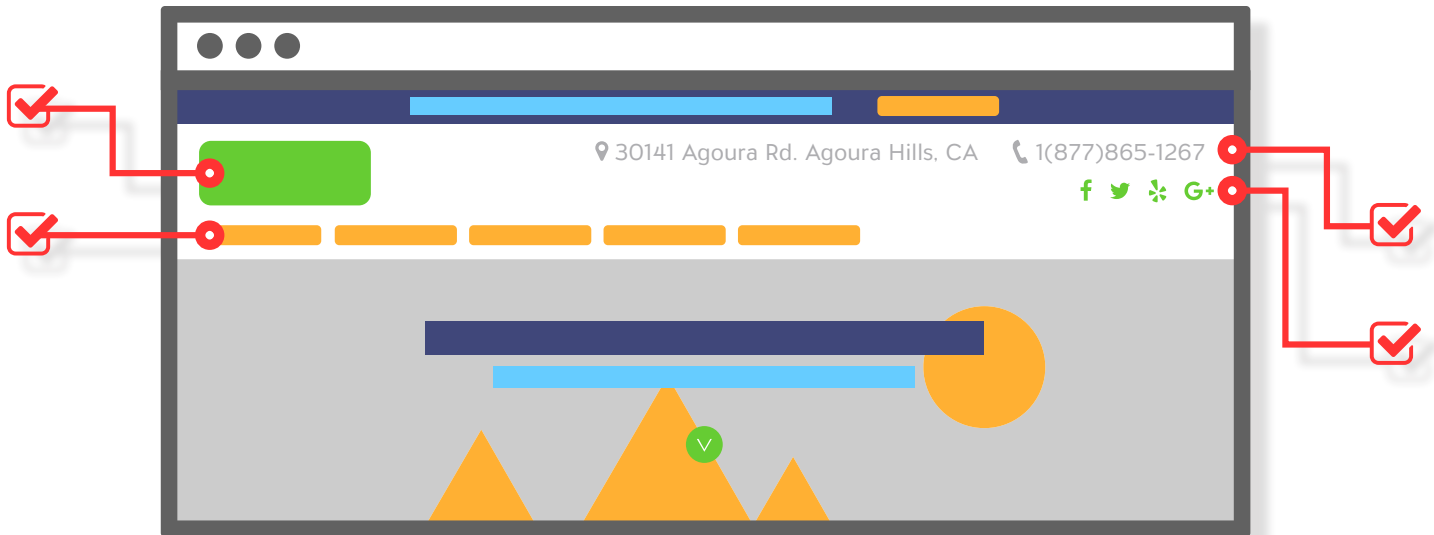
ON-SITE (General)



- ☐ Is Your Site Mobile Responsive?
- ☐ Is Your URL Structure Optimized?
- ☐ Does Your Site Have A Properly Configured Robots.txt File?
- ☐ Does Your Site Have Both XML And HTML Sitemaps?
- ☐ Are You Tracking Site Visitors With Google Analytics?
- ☐ Is Your Site Connected To Google Webmaster Tools?
- ☐ Is Your Site Connected To Bing Webmaster Tools?
- ☐ Have You Checked For Broken Links?
- ☐ Have You Optimized Your Content With Relevant Keyword Strategy?
- ☐ Does Your Site Load Quickly For Users?
- ☐ Is Your Business Name On Every Page?
- ☐ Does Your Site Have Proper Spelling And Grammar?
- ☐ Have You Checked For Duplicate Content?
- ☐ Do Your Images Have Optimized Alt Text?
- ☐ Does Your Site Use Smart Internal Linking & Clear Navigation?
- ☐ Do You Have Links To Review And Social Media Sites?
- ☐ Do You Maintain An Informative Blog On Your Site?

Have Your Covered All Your Bases?

ON-SITE (Local)



- ☐ Is Your City/State In Your Meta Titles?
- ☐ Is Your City/State In Your Header Tags?
- ☐ Are There Relevant, Natural City/State References In Your Body Copy?
- ☐ Is There A Complete Name/Address/Phone (NAP) On Every Page?
- ☐ Does Your Site Use Schema.org Code For Local Businesses?
- ☐ Does Every Page Have A Link To Your G+ Local Page?
- ☐ Have You Uploaded A KML File For Your Exact Location?

Have Your Covered All Your Bases?

OFF-SITE (Local Focus)



- ☐ Is Your Business's Google+ Local Page Verified?
- ☐ Is Your Business's Bing Places Listing Verified?
- ☐ Is Your Business's Yelp Business Listing Verified?
- ☐ Is Your Business's Yahoo! Small Business Listing Verified?
- ☐ Backlinks & Reviews From Friends, Family, Associations, & Local Websites
- ☐ Is Your Business In Industry Relevant Directories?
- ☐ Is Your Business Listed In National Directories?
- ☐ Is Your Business Listed In Local Directories?
- ☐ Does Your Business Have Consistent Citations Across All Directories?
- ☐ Does Your Business Have Correct, Consistent Product/Service Category Selections?
- ☐ Have You Removed Any Duplicate Listings?

Contact Us Today

Need Help with
SEO On Your Site?

[Click Here To Set Up A Meeting](#)



RAHUL ALIM

I help business of all sizes generate more traffic, more exposure, and more leads online. I have doubled, tripled and quadrupled traffic with “hot wallet out” leads for many business. I don’t go at it alone. My team and I are experts in digital marketing, strategy, design and execution. See if your business qualifies and click the button above.

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