

LOCAL SEO CHECKLIST

Google Business Profile

- Add business hours
- Write a short description of your business
- Select service options
- Connect your social media accounts

Social Media

- Add business hours and location(s)
- Post photos and videos with descriptions
- Share all special events and promotions
- Post consistently across channels

Community Engagement

- Respond to all reviews you receive online
- Comment on posts you're tagged in
- Share posts you're tagged in on your account
- Participate in local community events

Website Details

- Check that business hours are UTD
- Add links to your social media accounts
- Clearly list location and details reaching it
- Add specials, events, activities, rules, etc.

Technical Website SEO

- Add alt descriptions to all website images
- Add meta descriptions and meta images
- Check page layout so info is easy to find
- Link to other local businesses you work with