LOCAL SEO BLUEPRINT

Definitions and Tips from the Blog Post

Website localization: The process of Localizing your website just means to include your city, county, or region name naturally throughout your site.

Schema Markup: Schema markup is code that you add to your website to give search engines additional details about your website.

Citation Building: A citation is any place your business' NAPW (Name, Address, Phone Number, and Website URL) in an online directory, business listing or other websites.

Claim and Optimize your Google My Business: It's fast and easy to claim but it is also important to take some time with optimizing by adding key services, photos, videos, posts, and other important elements of your business.

Manage Reviews: You will see your sales increase as the quantity and quality of your online reviews go up. Focus on improving your Google reviews first as that channel will account for the majority of search volume.

Natural Backlinks: Search engines essentially view each link to your site as a vote of confidence in the quality of your content. Examples include: Facebook page links, mentions of your business in a blog or online article that links back to your website

LOCAL SEO BLUEPRINT

Six Steps to improve your Local SEO

Brainstorm all of the good things your business is doing with local seo.

Brainstorm all of the things
you would like to improve on with local seo.

Circle the top three things to narrow down your list.

- Website localization
- Schema Markup
- Citation Building
- Claim and Optimize your Google My Business
- Manage Reviews
- Natural Backlinks

LOCAL SEO BLUEPRINT

Let's get started! Check off Local SEO Items as you go!

- [ ] Website localization
- [ ] Schema Markup
- [ ] Citation Building
- [ ] Claim and Optimize your Google My Business
- [ ] Manage Reviews
- [ ] Natural Backlinks