

JON ROGNERUD

The Ultimate Local SEO Checklist



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USA
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The New York Times

“SMB Businesses Will Rank Higher Locally When Using My SEO Checklist!”

– Jon Rognerud

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Local SEO Checklist For SMB

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Website: _____

1	Claim "Google My Business" (GMB) Listings	https://www.google.com/business/
2	Top Local Business Directories by Category	https://www.brightlocal.com/2017/04/11/top-local-citations-by-business-category/
3	Top Local Citations by Country (US, UK...)	https://whitespark.ca/top-local-citation-sources-by-country/
4	Mobile Search Friendly?	https://search.google.com/search-console/mobile-friendly
6	Local content pages	https://www.scripted.com/local-content
7	YouTube Traffic Optimize	https://jonrognerud.com/get-traffic-youtube-videos
8	Facebook Business Page and Facebook OpenGraph Debugger	https://www.facebook.com/business/learn/set-up-facebook-page & https://developers.facebook.com/tools/debug/
9	Twitter Advanced search and Twitter Cards	search.twitter.com & https://dev.twitter.com/cards/overview
11	Local citation finder and link building	https://whitespark.ca/local-citation-finder/
12	Local reviews and testimonials (WP plugin)	https://www.getfivestars.com
13	Schema – Local Business Markup	https://schema.org/LocalBusiness
14	Xenu Site Checker	http://home.snafu.de/tilman/xenulink.html
15	Google analytics	https://www.google.com/analytics
16	Yelp	https://biz.yelp.com/ and https://www.yelp-support.com/article/How-do-I-add-a-business-to-Yelp?l=en_US#1
17	Yext Power Listings	https://www.yext.com/pl/powerlistings/plans.html
18	Yext Local Business Diagnostics	https://www.yext.com/partner/seobandwagon/diagnostic.html
19	Moz Local Biz Check	https://moz.com/local/search
20	Bing Local Business	https://www.bingplaces.com/
21	Local Reporting & Listing Management	https://www.brightlocal.com/features-local-businesses/



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How do you get listed in local search on Google?

As you build your local brand, visibility in search engines is paramount.

While it may initially seem confusing and possibly hard to rank locally, following the checklist above is essential to getting it done right.

Additionally, remember that local businesses get searched via mobile more than desktop on average, so you must ensure a mobile friendly website as well.

As you plan for a total presence in local search, consider paid ads (Google Adwords), Google Maps listings and Natural, Organic search (SEO). Results in search must include social media profiles, videos and review sites (like Yelp).

As a first step, create a 'Google My Business' account and set out to build a consistent profile for your business(es) across all your websites and top niche business directories.

The “NAP” (Name, Address, Phone Number) concept is an important one!

During a [local SEO audit](#), discovery and matching of NAP updates in your online eco-system will enhance your local listings and provide a great user experience at the same time.

Specifically, that means the official name of your business. Ensure that the address and phone is exact and correct. And yes, things like '#' versus "Suite" in an address matters.

You may have names correct, outdated or wrong address information. Perhaps all looks good initially, but you find that the phone numbers are wrong, use 800 vs. "local area code", and is poorly formatted for consistency. This must be updated in all visible and public web places.



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Summary:

The items 1 thru 4 on the **Local SEO Checklist** above are essential starting points on your road to local ranking success!



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Important Disclaimer:

It bears repeating...It's **not** the about cute tools or the amount of flashy glitter!
Use the tools to support your strategy.

And a reminder: It's never a straight path.

The dynamic nature of the web, your local competition, your local markets and the ever-changing local Google algorithm makes for a non-boring, continuous series of opportunities for you.

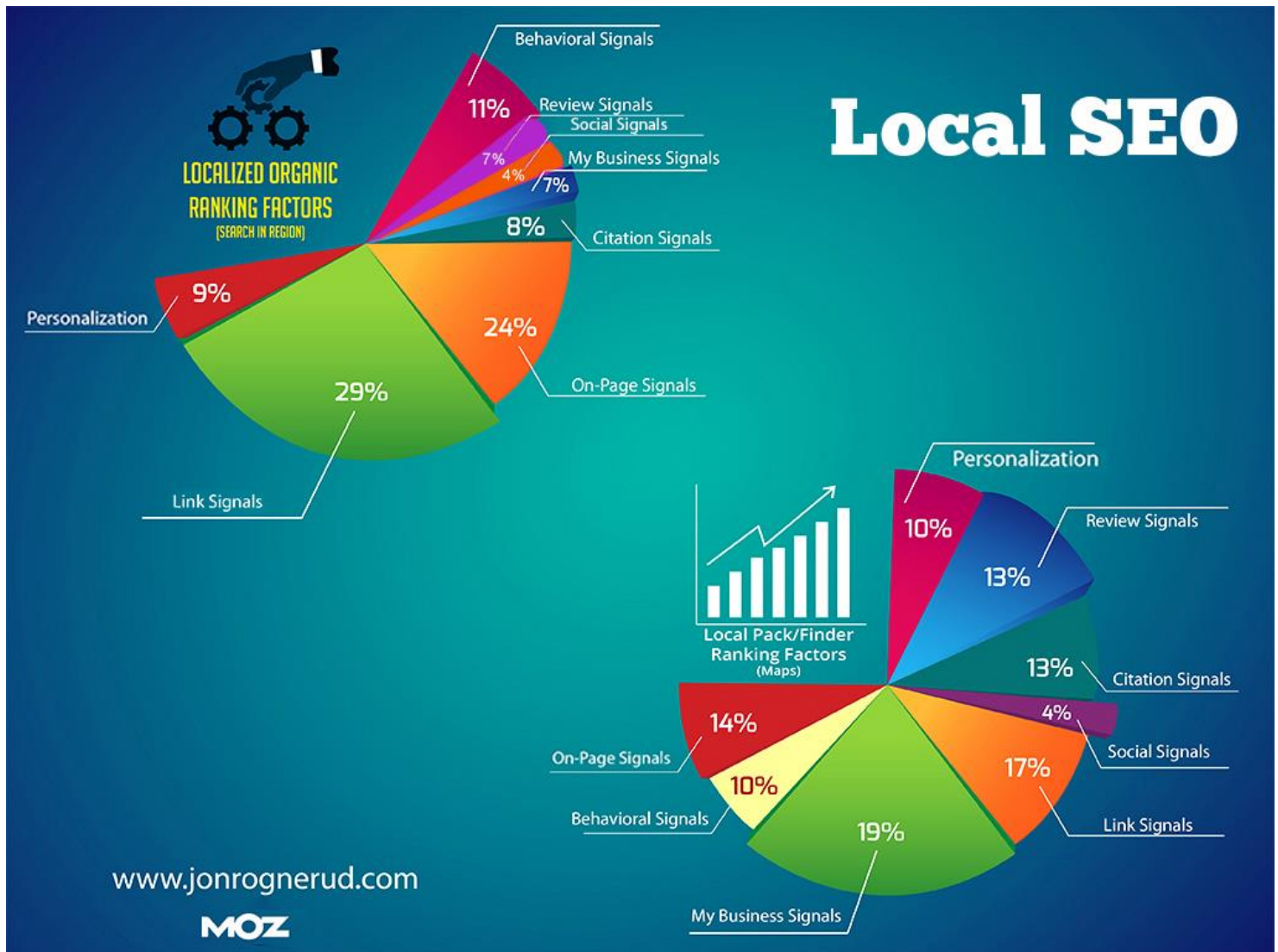


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What Are The Top Local SEO Ranking Factors?



Data pulled from the annual moz.com local research study.



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