



LOCAL SEO ROADMAP

02

Create/Update Local Business Listings (Citations)

- ☐ Ensure Listing Is 100% Complete
 - ☐ Claim & Update Local Citations
 - ☐ Add Unique Business Descriptions To Each Citation
 - ☐ Citations To Start With **Visit citations.andrewstickel.com To View Citations**
 - ☐ Update Data Aggregators (Infogroup, Localeze, Acxiom, and Factual)



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01

Google My Business Profile

- ☐ Ensure There Are No Duplicate Google My Business Profiles
- ☐ Ensure Listing Is 100% Complete
 - ☐ Enter Correct Name, Address, Phone Number and Landing Page URL
 - ☐ Select Correct Categories
 - ☐ Hours, Services, Business Description, and More
- ☐ Upload at Least 20 Photos to Google My Business
 - ☐ Optimize Photos
- ☐ Get At Least 10 Reviews
 - ☐ Ask Clients Questions to Get Keywords in Reviews
 - ☐ Respond to All Reviews
- ☐ Create Posts
 - ☐ Create Event & Offer Posts Dated Into Future
 - ☐ Create Weekly “What’s New” and “Product” Posts
- ☐ Create Google Website
 - ☐ Update 1,000 Words of Content
 - ☐ Insert Links to Local Places and GMB Listing



LOCAL SEO ROADMAP

03

Create/Update Social Media Profiles

- ☐ About.me, Blogger, Buffer, Google+ Profile, Gravatar, Facebook Profile, Facebook Business Page, Instagram, LinkedIn Profile, LinkedIn Company Page, Pinterest, Twitter, YouTube, Bit.ly, BuzzFeed, Crunchbase, Dailymotion, Delicious, Digg, Diigo, Disqus, Flickr, Issuu, Livejournal, Medium, MySpace, Newsblur, Pen, Quora, Reddit, Sites.Google, Slideshare, Soup, Strikingly, Storify, StumbleUpon, Tumblr, WordPress, Weebly, Vimeo



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04

Optimize Your Website

- ☐ Keyword, Brand & Location in Page Title
- ☐ Optimize Meta Tag: Keyword & Conversion Optimization
- ☐ H1 Tag: 2nd Keyword Variation, Location
- ☐ H2 Tags: Include Variations of Main Keywords and Categories
- ☐ Bulleted List to Service Pages Using Categories If Possible
- ☐ Add Alt Tags With Keyword Variations to All Images
- ☐ Embed a YouTube Video
 - ☐ YouTube Video Title: Keyword + Brand
- ☐ Link to Google My Business Profile With Brand Name
- ☐ Include Hours & Local Phone Number in Footer
- ☐ Include 2-4 Written Driving Directions
- ☐ Link to 2-4 Local Attractions
- ☐ Link to 2-4 Authority Citations
- ☐ Inner Linking
 - ☐ Link From Relevant Pages, Within First 100 Words to Location Pages Using Keywords