

Local SEO Starter

The essentials for ranking a local business in local search.

Most people looking for a local business search on a phone and pick from the first few results. These are the essentials for showing up when someone near you is ready to buy. Work top to bottom; the early items move the needle most.

- ☐ **01 Claim your Google Business Profile.** Complete every field, pick the right primary category, add real photos, and keep your hours current.
- ☐ **02 Lock down name, address, phone.** Write them identically on your site, your Business Profile, and every listing. Small differences confuse search engines.
- ☐ **03 Use city and service words.** Put phrases like your service plus your city in page titles and headings, the way customers actually search.
- ☐ **04 Build a real location page.** Give the areas you serve a genuine page with useful local detail, not a thin placeholder.
- ☐ **05 Earn reviews steadily.** Ask happy customers, make it easy, and reply to every review. A steady trickle beats one big burst.
- ☐ **06 Get listed in trusted directories.** Add your business to reputable national and regional directories that real people use.
- ☐ **07 Cover the on-page basics.** Write a clear title and description for each page, use one main heading, and keep URLs readable.
- ☐ **08 Add LocalBusiness schema.** Mark up your address, hours, and location in JSON-LD so search engines read them cleanly.
- ☐ **09 Be fast on a phone.** Most local searches happen on mobile. Compress images and cut anything that slows the page.
- ☐ **10 Get links from local sources.** A mention from a chamber of commerce, a partner, or local press tells search engines you belong here.

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