

Are you in charge of local digital marketing efforts for your brand?

The initial process to take stock of your Local SEO can seem overwhelming with the number of tasks that need to be completed, especially with respect to verifying listings and potentially adding listings for the very first time. This is especially even more involved (and consequently more overwhelming) when you are managing a new multi-location enterprise.

Before you dive into your strategic efforts, it's imperative that you make sure your business is situated properly across local platforms. To simplify, we've created a new hire checklist that allows you to take stock of your local SEO efforts across your profile, reviews, website, backlinks, citations, and content rankings.

PRO TIP: Sign off on responses to bad reviews with a real name and contact information. This humanizes your brand and lets folks know you're there if they need to reach out.

Google Business Profile Audit

- Check if you have **separate profiles created and verified** for all business locations and practitioners.
- Check if your **business is in the proper category**
- Ensure that the **business name is accurate**.
- Review all phone numbers and ideally ensure that they have **unique local phone numbers**
- Check if all profiles have **proper images uploaded** of the various locations (offices, stores, or branches)
- Check if the **website URL is accurate** and linking to the appropriate local page
- Check that you have **access to all the profiles** so that you can make updates in the future without needing to go through other departments.
- Ensure that your **account is bulk-verified**. This is particularly important for multi-location businesses.

PRO TIP: Use the Google Business Profile Post feature, which is essentially a micro-blog to promote your business



Audit Website

- Review your company's website(s), and ensure that there are **unique pages** built for each provider (branch, office, store, practitioner)
- Ensure you have **location-specific information** on your landing pages (hours, address, contact info)
- Check if you have **schema markup**
- Check all your **core web vitals** (performance, responsiveness, visual stability)
- Optimize **title tags** for search and visibility
- Ensuring your **alt tags/titles** are correct and visible for search engine and accessibility purposes
- Make your **store locator user-friendly** and provides necessary information (hours, location, contact, product offerings if applicable, etc.)
- Ensure your **website is mobile-friendly**
- Check if you have **analytics integration** (Google Analytics or an equivalent). You can access to Google Tag Manager to review the appropriate integrations.
- Check if all websites are set up in **Google Search Console**

Reputation and Reviews Audit

- Check the **ratings and review counts** on listings and discovery platforms
- **Respond to reviews and questions.** 53% of customers expect a reply in a week, while 33% expect a response in as little as a few days.
- **Review feedback** from your customers
- Create an internal workflow to **respond to negative feedback** and take corrective action.

Major Citation Audit

- Ensure your locations are **listed on major discovery platforms** so that you can be found by customers
- Make sure that your **business name is consistent and correct**, as well as the address, phone number, website URL, and hours.
- Check if you are listed on **major data aggregators.**

Audit Backlinks

- **Review all inbound links to your website** using a tool such as Semrush or Ahrefs.
- Make sure to **earn links from local sources**. Build relationships with local businesses in order to do so.
- Ensure **inbound links are relevant** to your customers.

Content and Rank Audit

- **Review your website for duplicate content**; all business/office pages should have unique content.
- Make sure that **each location-specific page has relevant content** that is appropriate for that particular location.
- **Check your ranking** for your primary category in each location.
- **Check your ranking** for local product- or service-related searches.