

12 LOCAL SEO TIPS FOR SMALL BUSINESSES

CLAIM AND OPTIMIZE
GOOGLE MY BUSINESS
LISTINGS

1



2

RESEARCH LOCAL
KEYWORDS AND
INTEGRATE IN CONTENT



3

DEVELOP CONTENT
RELEVANT TO LOCAL
AUDIENCE



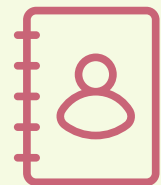
4

CREATE PAGES FOR
EACH SERVED
LOCATION



5

ENSURE NAME, ADDRESS,
AND PHONE NUMBER ARE
UNIFORM ACROSS WEB



6

LEVERAGE SOCIAL
PROOF THROUGH
CUSTOMER FEEDBACK



7

STRENGTHEN LOCAL
PRESENCE THROUGH
BACKLINKS FROM
LOCAL WEBSITES



8

OPTIMIZE YOUR
WEBSITE FOR MOBILE
USERS



9

USE SCHEMA.ORG FOR
ENHANCED LOCAL
SEARCH VISIBILITY



10

MAINTAIN AN ACTIVE
PRESENCE ON SOCIAL
MEDIA PLATFORMS



11

REGULAR AUDITS FOR
IMPROVED USER
EXPERIENCE AND
INDEXING



12

PROVIDE SPECIFIC
GEOGRAPHIC INFO TO
SEARCH ENGINES

