

# Local SEO Techniques that Actually Work


## 10 Point Checklist

**Greg Gifford**

Want to gain as much knowledge as possible out of Marketing Speak?  
Read on below for a **10 point checklist** that gives the next, real steps  
you can take to elevate your marketing to the next level.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**



"Look for local organizations like sports teams and you  
get your name on the jersey and a killer local link."

**GREG GIFFORD**

# 10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?**

**Here are 10 steps that can move you closer to your goals – today.**

- Always have a personalized and strategic local SEO approach for every location.
- Follow experts, read articles and do regular research to stay updated and to get high quality data.
- Don't forget to test data and make sure that what I've come up with works.
- Prioritize my links and localized content to penetrate the local listings on SERPs.
- Reach out and be more involved in the local community to create more awareness about my business.
- Sponsor events to get my business out there for people to see.
- Find active communities and websites that enable me to build good relationships and business opportunities.
- Monitor my site's ranking and performance with the help of Google Analytics and STAT.
- Pay attention to my internal link structure and only highlight the most important links on my homepage.
- Keep my NAP (Name, Address, Phone Number) consistent and updated online. Make sure to respond to people who reach out to my business online.