## Local SEO Techniques that Actually Work

## 10 Point Checklist

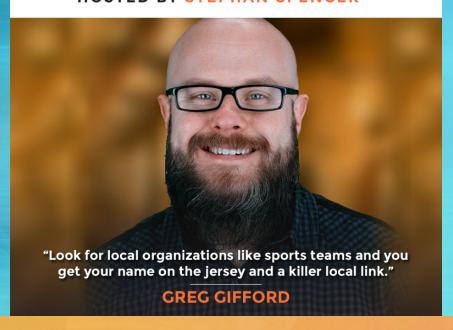
## **Greg Gifford**

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.



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## 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.