

LOCAL SEO LEVERAGE

Achieve First Page Rankings By Leveraging
Your Local Search Engine Optimization Efforts
In The Best Ways Possible





The following is a checklist that you can use to track your progress and make sure that you learn all of the information packed into the main report. You can add items if you need to.

☐ Local SEO Leverage

- ☐ Look over your page, and have your kid look it over too.
- ☐ Layout should be discrete and appealing.
- ☐ Java buttons and cute picture tags are dead, use text as often as possible.
- ☐ Make sure navigation is simple.
- ☐ Keep your NAP information consistent, and put it on every page.
- ☐ Posts should be tight and easy to read.
- ☐ Use plain speech as a model. Don't dress up the text too much.
- ☐ Make your NAP info into a widget, and drop it on other sites.
- ☐ Don't spam keywords.
- ☐ Use long-tailed keywords that are specific and accurate to the text.

☐ Staying Current With Trends

- ☐ If you must use ads, use AdWords.
- ☐ Be current with your blog information.
- ☐ Add value to every post.
- ☐ Write articles based on customer questions.
- ☐ Link outside the site.
- ☐ Your website isn't a banner ad, it's the hub of your online campaign.



- ☐ Tie your social sites back to your page, and link out to them.

☐ Engaging the Media

- ☐ Provide links to off-site information and press releases about your company.
- ☐ Expand on or react to outside sources with your own blog posts.
- ☐ Review the comment section for blog ideas.
- ☐ Likewise, review comment sections on other sites and newsfeeds.

