Your Local SEO Action Plan

One focus each week. Most tasks take under an hour. Write down what you did, so you can see what changed next month.

1 Week 1: Get your listing right

- [ ] Claim or update my Google Business Profile at business.google.com
  If a listing for your business already exists, claim it. Never create a second one.
- [ ] Check category, hours (including holidays), phone, website link and service area
- [ ] Add a few real photos of my work, my space or my team

What I fixed and the date:

2 Week 2: Improve my website

- [ ] Review my homepage and my most important service page
  Each page should have one job.
- [ ] Give each page a clear title with the words customers search
  About 60 characters: the service, the place and your business name.
- [ ] One main headline (H1) and short, descriptive headings
- [ ] Say what I offer and the neighborhoods or area I serve

Page reviewed and its new title:

3 Week 3: Build trust and answer questions

- [ ] Ask a few recent customers for an honest review, and reply to every review
- [ ] Search a common customer question in Google and open "People also ask" for more ideas
- [ ] Answer one question on my website, in my own words, with my real prices, terms or details

Question I answered, and the page where the answer lives:

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Your Local SEO Action Plan (continued)

4 Week 4: Measure and improve

- [ ] Open Google Search Console
  search.google.com/search-console
- [ ] Submit my sitemap under Sitemaps if it is not submitted yet
  The address is often yoursite.com/sitemap.xml. Type it into your browser to check.
- [ ] Import my site into Bing at bing.com/webmasters
  Choose Import from Google Search Console. Your site and sitemap come over in one click.
- [ ] Look at which searches show my site and which pages get clicks

One thing to improve next month:

Example: Maple Lane Bake Shop
Week 1: fixes its old Google hours and adds photos of real catering trays. Week 2: titles the catering page "Office Catering in Dorchester | Maple Lane." Week 3: asks five office clients for reviews and answers "How much food do I need for a meeting of 40?" Week 4: submits its sitemap and checks which searches find the catering page.

Free tools
Google Business Profile: business.google.com · Google Search Console: search.google.com/search-console · Bing Webmaster Tools: bing.com/webmasters · PageSpeed Insights: pagespeed.web.dev · WAVE accessibility checker: wave.webaim.org

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