

# Local SEO Checklist for Small Businesses

## 1. Google Business Profile (GBP)

- Claim your Google Business Profile
- Add business name, address, and phone number (NAP)
- Set working hours and add high-quality photos
- Use relevant business categories
- Write a keyword-rich business description

## 2. Optimize Your Website

- Use local keywords in page titles, meta descriptions & content
- Create location-specific pages (e.g., /dentist-delhi)
- Add a Google Map to your contact page
- Use schema markup for Local Business
- Make sure your site is mobile-friendly & fast

## 3. Get Google Reviews

- Ask satisfied customers to leave reviews
- Reply to all reviews - good or bad
- Encourage reviews on other platforms too (Facebook, JustDial)

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### 4. List in Online Directories

- Add your business to local listing sites like JustDial, IndiaMart, Sulekha
- Ensure NAP consistency across all platforms
- Fix duplicate or outdated listings

### 5. Create Local Content

- Write blog posts around local events and community news
- Use city-based keywords like "best cafe in Chennai"
- Add testimonials from local clients

### 6. Earn Local Backlinks

- Connect with local bloggers or influencers
- Join business groups or associations
- Sponsor community events for PR and links

### 7. Use Social Media for Local Reach

- Tag your location in posts
- Use local hashtags (like #HyderabadEats, #KolkataSalon)
- Share customer stories or team photos
- Post about local offers or festivals