

Local SEO Cheat Sheet

5 Steps To Expand & Improve Your Internet Presence

THE GOAL

Make your business be listed at the top of websites and mobile apps.

THE REASON

When local businesses are found online, **it drives buying decisions** for both on and offline purchases.



Step 1)

Claim your business profile pages on popular sites, directories, and review sites. Make sure your business is listed accurately on the Internet. Start with these:

- | | | | |
|-----------------|-----------------|------------------|------------------------------|
| 1. Google | 13. Local.com | 25. Yellowee | 37. Better Business Bureau |
| 2. Bing | 14. Foursquare | 26. Yellowbot | 38. Discover Our Town |
| 3. Yahoo! | 15. CitySlick | 27. Map Creator | 39. Superpages.com |
| 4. Yelp | 16. TripAdvisor | 28. Hotfrog | 40. YellowPagesGoesGreen.org |
| 5. Facebook | 17. Dex Media | 29. Thumbtack | 41. ShowMeLocal |
| 6. Angie's List | 18. TeleAtlas | 30. EZ Local | 42. ChamberofCommerce.com |
| 7. LinkedIn | 19. CityVoter | 31. CitySquares | 43. My Huckleberry |
| 8. YP.com | 20. Manta | 32. Brownbook | 44. Local Site Submit |
| 9. Whitepages | 21. UsCity | 33. Judy's Book | 45. BizJournals.com |
| 10. Yellowbook | 22. InfoUSA | 34. Magic Yellow | 46. USDirectory.com |
| 11. CitySearch | 23. Infignos | 35. InsiderPages | 47. Merchant Circle |
| 12. MapQuest | 24. Get Fave | 36. Home Advisor | |

Step 2)

When creating your profiles, be sure to use specific keywords that your customers would use, relevant content, good client testimonials, and select proper categories to ensure customers find your business.

Step 3)

Get more reviews and ratings. This builds up your online reputation. Ask your existing happy customers to write an online review. Use these review sites:

- | | | |
|-----------|-----------------|---------------|
| 1. Google | 4. Trip Advisor | 7. Glass Door |
| 2. Yelp | 5. Trust Pilot | 8. Facebook |
| 3. Yahoo | 6. Test Freaks | 9. G2 Crowd |

Step 4)

Use good quality images. "An image is worth a 1,000 words." Make sure the image doesn't say 1,000 bad words about your business. Your cell phone has a great camera on it, so please use it! The site below explains step by step on the best way to use your camera phone. Visit the [Pixelz](#) site.

Step 5) Tips to ensure success as you work on your Local SEO strategy:

- A. Spend enough time on your business profile content so it's done right.
- B. Do not create poor content, such as bad descriptions, messaging, or calls to action. If your content lacks value, customers will not engage your business.
- C. Track, monitor, and update your listings. It's not a "set it and forget it" strategy. Performance reporting and monitoring reviews is required to succeed.

These 5 steps will improve your company's Local SEO strategy. **Once completed, your business will be generating more customers!**

Need help or don't have the time to complete these steps? Let our solution work for you!

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Automation

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Monthly performance reporting for traffic searches, reviews, clicks, and more.

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Sometimes 2 listings can cause an old one to be seen. Our solution finds duplicates and hides the wrong listing.


How Many People Can Find Your Business Online ?

[Run Quick Report To Find Out](#)

It's free and informative!

Check Over 60 Sites

131 Location Data Errors Detected



Business Name	Address	Phone	Special Offer	Status
Tahoe	1025 Preston Rd, Dallas, TX 75241	(972) 317-2046	Not monitoring yet	Linked
One	1025 Preston Rd, Dallas, TX 75241	(972) 317-2046	Not monitoring yet	Link
Superpages	Not found!			Not found
Thumbtack	1025 Preston Rd, Dallas, TX 75241		Not monitoring yet	Link
Yelp	1025 Preston Rd, Dallas, TX 75241	(972) 317-2046	Not monitoring yet	Linked
YellowPages	1025 Preston Rd, Dallas, TX 75241	(972) 317-2046	Not monitoring yet	Link