

Getting on the map

Your cheatsheet for local SEO

+ [Download our full guide!](#)

Promote your business, earn traffic & attract customers with local SEO!

Try out these tips and get your site on the online map.

1. Local SEO tips
2. Google My Business
3. Build Citations
4. Reviews & links

Local SEO tips for your website

1. Have your Name, Address and Phone number (NAP) prominently visible on all pages
2. Add your town and country to your title and h1 tags
for example: <title>Indian takeaway and delivery service - Banbury, Oxon</title>

Make every page's title unique, and include the keyword targets

3. Create compelling meta descriptions that are an advert for your site, & include your geographic information
4. Publish a landing page for each physical location you have, with the location in the URL
5. Publish a page for each product or service you offer
6. Embed a Google map with your Google My Business location marked
7. Add reviews of your business, product or service plus any testimonials
8. Create locally-focussed content, such as on your blog
9. Use semantic markup to highlight your location (schema.org/LocalBusiness) and reviews (schema.org/Review)
10. Make sure your website rocks on mobile!

Google My Business

1. Go to www.google.com/business/ or the GMB app, and either select your business or create a new listing
2. Request a verification code through the post (takes 1-2 weeks) or over the phone (if available)
3. Make sure your NAP is correct and perfectly matches your website
4. Pick a category - you can have several, but 1st is primary. Be specific! Describe your business, not what it sells
5. Add up to 10 images: the first uploaded will be used as the main image, so choose the best
6. Craft an enticing description - include keywords and your USPs, but write for users, not SEO
7. Add your business hours
8. Add a link (with tracking code) to your website
9. Encourage and manage reviews



Build citations

1. Find your current citations, either manually (www.bowlerhat.co.uk/noise-trust-nap-consistency/) or using a tool such as Moz Local (moz.com/local/search) or Whitespark (whitespark.ca/)
2. Ensure all current citations have correct NAP and link details
3. See which citations are useful in your niche by looking at competitors
4. Build new citations
 - See our list at theukdomain.uk/guides/local-seo
 - See Whitespark's list by industry (whitespark.ca/best-citations-by-category/)
 - Find local listing sources by examining the citations of local sites
 - Only build citations for real business addresses - PO BOXs or shared mailing addresses are not acceptable



Earn reviews & links

1. Encourage and manage reviews on your Google My Business listing
2. Encourage and manage reviews on any other external platforms, such as Trip Advisor, Yelp and Facebook
3. Respond to all the reviews you can, especially the bad
4. Make it easy for customers to leave a review, through email or website instructions
5. Add reviews to your site, either through your own system or an external tool like Feefo or Trustpilot
6. Mark up reviews left on your site with Schema.org code (schema.org/Review)
7. Earn industry-specific or location-specific links:
 - Sponsor local meetups (or create your own) and sports teams
 - Sign up for press request services
 - Join neighbourhood associations or industry trade bodies
 - Create social accounts on networks your audience use, such as Twitter, Facebook, Pinterest, Instagram, Foursquare and LinkedIn
 - Use your locally-focussed content to create a resource of local interest
 - Ask for links from suppliers, customers and partners
 - Contact local bloggers to find a way to work with them
 - Analyse your competitors and neighbours to see how they earned links using ahrefs.com

