

Local SEO Optimization Plan Template

Business Information

Business Name

Enter business name

Business Address

Enter business address

Business Phone Number

Enter business phone

Website URL

Enter website URL

Target Keywords

Primary & Secondary Keywords

List target keywords, separated by commas

Google Business Profile

1. Claim or verify Google Business Profile
2. Ensure NAP (Name, Address, Phone) consistency
3. Optimize business description
4. Add high-quality photos
5. Set correct categories and hours
6. Encourage & respond to reviews
7. Add services/products

On-Page SEO

- Include location keywords in page titles & meta descriptions
- Optimize contact and location pages
- Embed Google Map
- Use local business schema markup
- Ensure mobile responsiveness

Citations & Directory Listings

Top Citation Sites

List priority directories (e.g., Yelp, Bing Places, Apple Maps)

- Ensure consistent NAP across all listings
 - Update existing citations
 - Identify and fix duplicates
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Local Content Strategy

- Plan blog topics relevant to local audience
 - Publish local news, events or stories
 - Promote partnerships with local businesses
 - Highlight community involvement
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Link Building

- Pursue local backlinks (sponsors, partners)
 - Get listed in local business associations
 - Reach out to local bloggers & media
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Review Management

- Encourage customers to leave reviews
 - Monitor and respond to reviews regularly
 - Resolve negative feedback
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Analytics & Reporting

- Set up Google Analytics & Search Console
- Track local rankings & traffic
- Monitor Google Business Profile insights
- Review goals and adjust plan as needed