

# 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

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## Target Keywords

### Primary & Secondary Keywords

List target keywords, separated by commas

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## 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

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## 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

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## 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