



**Full Service Website Solution Provider specializing in website assessments, remediation, and Legal Compliance.**

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## Local SEO Checklist

- Set up Google Business Profile
  - Create your page
  - Claim/add/verify your profile
  - Choose the category that suits you
  - Optimize your profile with images and info all about your business
- Optimize Your Website for Local SEO
  - Creating high-quality content
  - Optimizing your pages for target keywords
  - Build links to those pages
- Watch Your Online Reputation
  - Display business information clearly on your website
  - Ensure all other listings for your business are correct
  - Build local links with reputable, applicable local businesses
  - Check and respond to all reviews
- Track Your Local SEO Performance
  - Use a website tool to track and report your results