



# LOCAL SEO SCORECARD

This Local Scorecard is intended to provide insight into the current activities you should be performing to optimize your digital efforts for local search.

## ON-PAGE SEO

DO / HAVE YOU:

- Track & evaluate keywords?
- Track & evaluate your competitors?
- Optimize page titles, meta descriptions, header tags & text?
- Use an optimized URL structure?
- Maximize internal page linking?
- Check and redirect error pages & broken links?
- Track user engagement & optimize the visitor journey?



## CONTENT DEVELOPMENT:

DO / HAVE YOU:

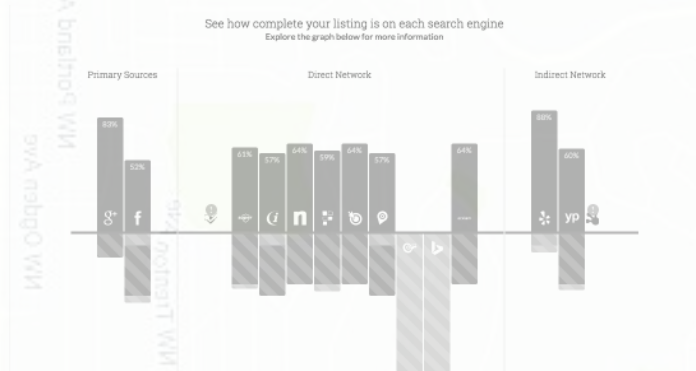
- Actively post to primary social media platforms
- Publish engaging, keyword specific, blog posts per month?
- Conversion Optimized Landing Pages
- On-Site Location Based Reviews & Testimonials
- Monthly Case Study / Portfolio Updates
- Testimonial / Review Building



## OFF-SITE SEO:

DO / HAVE YOU:

- Monitor your Name, Address & Phone (NAP) consistency around the web?
- Claimed the top citations for your industry?
- Actively build key new citation?
- Submitted accurate information to the top data aggregator?
- Actively seek local link opportunities?
- Actively acquire positive reviews & manage responses?



### HOW TO SCORE YOUR LOCAL SEO:

Add the total number of checked boxes together and enter into the box below.

<b>YOUR SCORE</b>	<b>A</b> = 17-19
	<b>B</b> = 14-16
	<b>C</b> = 11-13
	<b>FAIL</b> = <10

## HOW'S YOUR LOCAL SEO?

Contact us today to learn how we can help you make your local mark!

