



The Local SEO Checklist

2024 Edition

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Introduction – How To Use This Checklist

This checklist is meant to be a quick reference when performing an SEO audit or service on a website. The guide has been organized into sections to make it easier to navigate so you can focus on each element of a website's search engine profile.

This checklist is a reference for use in the field, not as a training guide. Please watch the training videos that accompany this checklist even if you are a seasoned SEO pro...

The tips and tricks I reveal will help you to dominate your competition in search.

Local Keyword Research

Keyword research for local SEO is slightly different than normal keyword research for blogging or affiliate marketing. We are only looking for searchers in your business' or client's serviceable area, and for keywords that return local results.

Local Keyword Checklist:

- ❖ Business niche description + Location. EG:
“dentists in Milwaukee”
“chiropractor in Tallahassee”
“diner in Orlando”
“tacos in Fresno”
- ❖ Do your keywords return local results?
- ❖ Have you grabbed Google's suggested terms?
- ❖ Did you use a Keyword planner?

NOTE: Google Keyword Tool will only work if you are currently running advertisements. Please see the alternatives below:

- Preferred: Chrome Plugin
<https://chrome.google.com/webstore/detail/keywords-everywhere-keywo/hbapdpeemoojbophdfndmlgdhpljgmp/reviews>
- <https://www.thehoth.com/google-keyword-planner/>
- Perform a local search to a geographic area (dentists in new York)
- Find variations of search terms
- Target the terms with the highest search volume

On-Site Checklist For Local SEO

This section is dedicated to all the thing on your website you need to improve your rank in search.

Note for WordPress users: Most of the technical and markup stuff in this section will be handled automatically when you install the plugins that are recommended later in this guide.

Website Content

The first step is to improve the actual content on your website to make sure Google can access it, and will rank it for the keywords you have chosen.

- ❖ Does the home page have at least 500 words including your chosen keywords? (*Business' often leave their homepage blank or use flash*)
- ❖ Are there at least 500 words of text content on every page?
- ❖ Are there any misspellings or grammar errors?
- ❖ Is your primary keyword is used in your pages URL?
- ❖ Have you created the privacy statements and other disclosures?
 - <http://www.generateprivacypolicy.com/>
- ❖ Are you sure there is no duplicate content found online?
 - <http://www.copyscape.com/>
- ❖ Do all title tags have 65 characters or less?
- ❖ Are all meta descriptions have between 90 - 155 characters or less?
- ❖ Do you have internal links on every page? (*Internally linked like Wikipedia*)

- ❖ Are you using synonyms of your keyword throughout your site?
Examples for the keyword “dentist”:
“Dental”
“Dentistry”
“Oral Care”
- ❖ Is your target keyword in your titles?
- ❖ Is the business’ city and state in the title tag?
- ❖ Is the business’ city and state in the headline?
- ❖ Is the business’ city and state in your page’s content?
- ❖ Is the business’ city and state in your page’s URL?

Website Markup

This next section includes everything you need to look for on the webpages HTML markup.

- ❖ Is all CSS and JavaScript loaded externally?
- ❖ Are you minimizing the number of CSS and JavaScript documents? (*combining files into one can dramatically speed up the site*)
- ❖ Do all of your image’s alt tags & file names contain your keywords?
- ❖ Do all of your image’s alt tags & file names contain your city and state?
- ❖ Are all of your headlines using H1 tags?
- ❖ Are all header tags in order (H1...H2...H3..etc)?
- ❖ Do you have an xml site map?

- ❖ Have you set up a robots.txt file?
- ❖ Is all text on the site searchable?
 - Flash intro's and content are not indexed by Google
 - Text contained in images and logos are not indexed by Google
- ❖ Have you generated and included your local schema?
 - <http://www.google.com/webmasters/tools/richsnippets>
 - <https://www.semrush.com/blog/rich-snippets/>

Technical Stuff

Once your site's content and markup has been made Google friendly and optimized for your keywords, the next step is to add analytics, and run a few tests to see if there are any other changes you can make to the site.

- ❖ Have you installed Google Analytics?
 - <https://www.google.com/analytics>
- ❖ Have you installed Google's Webmaster tools?
 - <https://www.google.com/webmasters/tools/home>
- ❖ Have you installed Bing's Webmaster tools?
 - <http://www.bing.com/toolbox/webmaster/>
- ❖ Have you checked both webmaster tools for errors?
- ❖ Does your website work for both the www and non-www URLs?
- ❖ Does your website have a blog? (*Most local businesses do not, and miss out on the chance to rank for other keywords through simple blog posts*)
- ❖ Does Google consider your site mobile friendly?
 - <https://www.google.com/webmasters/tools/mobile-friendly/>

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- ❖ Have you included social sharing buttons on your website?
 - Facebook
 - Twitter
 - Yelp
 - Foursquare
- ❖ Are you sure your site is not creating duplicate content?
- ❖ Have you checked for broken links?
 - <http://home.snafu.de/tilman/xenulink.html>
- ❖ Have you run a speed test through Google?
 - <https://developers.google.com/speed/pagespeed/>
- ❖ Have you run a speed test through Pingdom?
 - <http://tools.pingdom.com/fpt/>

Off-Site Checklist For Local SEO

In this section we will go through all of the off-site factors that Google uses to rank your website in their index. This includes social media and backlinks to your site from other websites.

Things You Should Never Do (And How To Fix Them)

Warning: SEO has changed dramatically over the past few years and old link building strategies will no longer work... Even worse, Google is actively penalizing sites that use these tactics and will even de-list your site if you use them.

Old tactics you should avoid, and advise clients to avoid:

- ❖ Article marketing
- ❖ Using the same 'anchor keyword' in your backlinks
- ❖ Using spun content
- ❖ Using web scrapers or other content generators
- ❖ Over-stuffing your page with keywords
- ❖ Using private blog networks (PBNs)
- ❖ Paying for backlinks
- ❖ ANY backlinking service that uses automated, or mass submission tools.

If you or a client has used these tactics in the past, Google has provided a tool that allows you to 'disavow' these links so they don't count against you:

<https://www.google.com/webmasters/tools/disavow-links-main>

Social Networks and Directories

In most cases, the ONLY offsite service I provide for SEO clients is social and directory listings (PR blasts the only exception). By providing great content on these channels you will naturally attract backlinks and social followers.

The most important thing to remember is that these account are only as good as the content you post on them. Claiming your business on these accounts AND providing regular, high quality content is the fastest way to rank in Local search.

Important: When it comes to social media and review sites, it is important to respond to every negative comment or review that you receive. In many cases you can even have the customer remove their bad reviews just by responding to them.

Also... Actively encouraging happy customers to leave reviews and comments is becoming a crucial aspect to ranking your business in local search.

Bottom line: Consider social reviews/comments/shares the new backlinks.

Here is my list of directories, review sites, and social media sites to create for your business (*Use the businesses name when you create the accounts*):

- ❖ Twitter
 - <https://business.twitter.com/>
- ❖ Facebook fan page
 - <https://www.facebook.com/pages/create>
- ❖ Yelp business listing
 - <https://biz.yelp.com/claiming>
- ❖ YouTube account
 - <http://www.youtube.com/>

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- ❖ LinkedIn business page
 - <https://business.linkedin.com/marketing-solutions/company-pages/get-started>
- ❖ Google Business Profile
 - <http://www.google.com/business>
- ❖ Pinterest
 - <https://business.pinterest.com/en>
- ❖ Instagram account
 - <https://business.instagram.com/>
- ❖ Yellow Pages
 - <https://www.yellowpages.com/marketing-services>
- ❖ Bing Places for business
 - <https://www.bingplaces.com/>
- ❖ Merchant Circle
 - <https://www.merchantcircle.com/signup>
- ❖ Super Pages
 - <http://www.supermedia.com/spportal/quickbpflow.do>
- ❖ Manta
 - <https://www.manta.com/business-listings/add-your-company>
- ❖ FourSquare
 - <http://business.foursquare.com/listing/>
- ❖ AngiesList
 - <https://business.angieslist.com/Registration/SimpleRegistration.aspx>

Q&A Backlink Sources

One of the few backlink sources I will offer my clients who have a blogs on their sites are answer engine backlinks. You find people asking questions that are relevant to your/your client's business and respond with a detailed answer as well as a link to your blog post that answers the question with more detail.

Here are the top answer sites I offer:

- ❖ Quora
 - <http://www.quora.com/>
- ❖ Stack Overflow
 - <http://stackoverflow.com/>
- ❖ Wiki Answers
 - <http://wiki.answers.com/>

Other Backlink Sources

As I've said earlier, in most cases the only offsite service I provide clients is social media and directory site optimization and content generation. This is more than enough to rank your client's sites at the top of local search.

As a bonus, these are some little-known backlink sources you can use when they apply to your site or a client's site (They can often do wonders for sites in highly competitive niches/difficult to rank sites)

- ❖ Join local chamber of commerce and get a backlink from their site
- ❖ Sponsor student clubs and sports teams to get a backlink from their sites (*Especially if their site is on an EDU domain*)
- ❖ Donate to local charities that list and link to their sponsors
- ❖ Use press releases for syndication of your content
 - <http://www.prweb.com/>
- ❖ Help a reporter out (HARO)
 - <http://www.helpareporter.com/>
 - <https://www.connectively.us/> (2024)
- ❖ Steal competitors backlinks
 - <https://ahrefs.com/>

SEO Tools

In this section I am going to list all of the plugins and tools I use in my SEO business. All of these tools are free to use with the exception of the WordPress theme framework I use.

WordPress Plugins

WordPress is the most popular and easiest to use content management system, and in my experience it is the best way to create sites for local business clients who require a new site.

Below is a list of all the plugins I use to rank my WordPress sites in search engines.

A word on plugin usage: Less is more when it comes to building a fast site that Google likes.

- ❖ Simple URLs

- <https://wordpress.org/plugins/simple-urls/>

- ❖ Yoast SEO

- <https://yoast.com/wordpress/plugins/seo/>

- ❖ W3 Total Cache

- <https://wordpress.org/plugins/w3-total-cache/>

- ❖ Google Sitemap Generator

- <https://wordpress.org/plugins/google-sitemap-generator/>

Most of the design choices on WordPress that effect SEO are the result of your theme choice. For the purpose of ranking well, I recommend using any theme that is built on the Genesis framework. There are other 'SEO optimized' frameworks like Woo Themes, however I always come back to using Genesis on my projects.

This framework is not free, however I have no affiliation with the creators nor am I giving you an affiliate link. I am recommending them because it is what I use on my sites:

<http://my.studiopress.com/themes/genesis/>

Free SEO Tools and Software

Below are a complete list of free tools and software that I use to do most of the SEO work for me. Many of these tools have been linked to in earlier sections of the checklist, but this is a complete list of everything we use currently:

Google & Bing Tools

- ❖ Google Analytics
 - <http://www.google.com/analytics/>
- ❖ Google Disavow Tool
 - <https://www.google.com/webmasters/tools/disavow-links-main>
- ❖ Google Webmaster Tools
 - <http://www.google.com/webmasters/>
- ❖ Google Rich Snippets
 - <https://www.google.com/webmasters/tools/richsnippets>
- ❖ Google Keyword Planner
 - <https://adwords.google.com/ko/KeywordPlanner>
- ❖ Google Trends
 - <http://www.google.com/trends/>
- ❖ Bing Webmaster Tools
 - <http://www.bing.com/toolbox/webmaster/>

Content Tools and Generators

- ❖ Privacy Policy Generator
 - <http://www.generateprivacypolicy.com/>

- ❖ Copy Scape
 - <http://www.copyscape.com/>
- ❖ Duplicate Content Search
 - <http://angular.marketing/free-tools/duplicate-content/>
- ❖ XML Sitemap Generator
 - <https://www.xml-sitemaps.com/>

Backlink Tools

- ❖ AHrefs
 - <https://ahrefs.com/>
- ❖ Majestic SEO
 - <https://majestic.com/>
- ❖ Link Research Tools
 - <http://www.linkresearchtools.com/>
- ❖ Moz Research Tool
 - <http://www.advancedlinkmanager.com/>
- ❖ Advanced Link Manager
 - <https://moz.com/researchtools/ose/>
- ❖ Xenu Link
 - <http://home.snafu.de/tilman/xenulink.html>

Site Scanner and Speed Tests

- ❖ Pingdom Speed Test
 - <http://tools.pingdom.com/fpt>
- ❖ Optimization Scanner
 - <http://www.internetmarketingninjas.com/seo-tools/free-optimization/>

- ❖ Google Page Speed Test
 - <https://developers.google.com/speed/pagespeed/>
- ❖ Google Mobile Site Test
 - <https://www.google.com/webmasters/tools/mobile-friendly/>

Other Tools

- ❖ BrowSEO
 - <http://www.browseo.net/>
- ❖ SEO Book Tools
 - <http://tools.seobook.com/>
- ❖ Built With
 - <http://builtwith.com/>
- ❖ SEM Rush
 - <http://www.semrush.com/>

Partner With Me

I'm looking for 5 people who want to partner directly with me to launch a product to my subscribers, and I think you fit the bill.

Everyone who has taken me up on this offer in the past has built 6 and 7 figure businesses as a result. The most recent one pulled in \$30,000 in sales his first month.

Here's how this partnership would work:

First, we work together in a one on one call to come up with a simple product idea that my customers and affiliate's would love.

You can either create this product with my help, or I can help you find an outsourcer to get it done cheaply.

Next, I'm going to help you develop the perfect sales funnel and copy to earn as much money as possible from the launch. Over the past 6 months, my launches have been pulling in 6-figures each using strategies and ninja copywriting that has been developed and tested for the last 5 years.

And on the day we launch your product, I am going to promote the funnel to my customers and subscribers which will give you an immediate boost in sales.

This would be your product, you would keep all the profits and keep the buyers list (which is worth more than just the sales).

The last promotion I did for a student brought in over \$5,000 in sales from my list alone, and the student went on to do over \$30,000 in sales on their launch... Not to mention having a buyers list that is pulling in 5-figures a month consistently for him.

This is not for everyone.

You will have to commit to doing the work in creating a product and putting this launch together. I will guide you every step of the way to

make sure you create a funnel capable of bringing in 5-6 figures however you must be willing to do the work.

We'll start with a 1 on 1 coaching call to establish a game plan and determine what first steps need to be taken. After that we can correspond via email/skype to keep everything on track until the day we launch your product.

As I said before, I am only looking for 5 serious people to partner with.

To make sure that you are willing to commit to doing the actual work, and will follow through until we have a launched product you will need to make a small deposit of \$2500.

This is only to make sure I am paid for my time. My normal fee for 1 hour of coaching is \$2,500 so I'm sure you'd agree that a \$2500 deposit for unlimited access to me is quite a bargain...

...especially since you are getting an email blast to my subscribers when you launch (which can easily pull in over \$5,000 in sales)

Here's what you can expect after having gone through this launch partnership:

- \$10,000 - \$30,000 in sales on a typical first time launch
- Buyers list that you can email new offers daily earning money every month
- Be part of my inner circle of affiliates so you always have people ready to promote your offers
- A proven system you can repeat for every launch (you will have short cut the learning curve by years with this)

Remember: These benefits only apply to you if you are willing to follow through and do all the work involved.

I will guide you, help you, and tell you what to do step by step, but YOU must be willing to take the actions necessary.

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Send me an email right now with the subject "Partnership".

Just put a simple "I'm interested in this partnership" in the body of the email and we'll go from there.

My direct email is: Luther@landroinnercircle.com

I look forward to hearing from you.

-LL

In Conclusion

That's it for the Local SEO Checklist!

I'd love to hear from you personally; tell me your successes, your troubles, and any suggestions you may have for me.

If you need to reach me for any reason, such as billing or other support, please open a support ticket at:

www.landroinnercircle.com/support/

And remember, the more action you take... the more money you will make.

-Luther