

# Local Search Self-Evaluation

## Is your service business set up to rank well in Local Search?

### What are the top 3 keywords you want to rank for?

Keyword 1 .....

Keyword 2 .....

Keyword 3 .....

Current Ranking .....

Current Ranking .....

Current Ranking .....

### Do you have..?

☐ Your Own Domain☐ Google Listing☐ Customer Reviews

### This project is assigned to:

Person .....

Today's Date .....

Report back on .....

**Accountability is important.** Remember, what gets assigned and measured gets done!

### Local Search Checklist

- ☐ Are my pages showing up in Google?
- ☐ Does my website work on mobile?
- ☐ Does my website start with HTTPS?
- ☐ Is my business address listed on my site?
- ☐ Is my business phone listed on my site?
- ☐ Does my site have LocalBusiness Schema?
- ☐ Does my market (city name) appear on my site?
- ☐ Are my title tags optimized for local cities?
- ☐ Does my homepage H1 include my city name?
- ☐ Am I listed on other directories (non-Google)?
- ☐ Do all of my listings have customer reviews?
- ☐ Do all of my citations feature my website URL?

### Remember!

You may not pass with flying colors here. There may be a handful of items that you had no idea about, or aren't sure how to begin solving. And that's ok! The first step is creating awareness. From there, you can get to work!