LOCAL SEO WORKBOOK

A template to support non-technical users in evaluating and configuring a company websites Local SEO

DOCUMENT INFORMATION

VERSION HISTORY

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Colin Hibbert	1.0	04/04/2025	Template document

DISTRIBUTION LIST

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RELATED DOCUMENTS

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1. INTRODUCTION

1.1. PURPOSE

The purpose of this document is to implement a Local SEO strategy for a company website. The template is intended for use as a non-technical assessment.

1.2. BACKGROUND

The template was prepared by **DS Digital – Web and Social** as a means of assessing Local SEO gaps in existing websites or as an input to the design of new websites.

For more information, please email us at hello@dsdigital.com.au or visit our website at dsdigital.com.au.

1.3. REFERENCES

N/A

2.OVERVIEW

2.1. WHAT IS LOCAL SEO?

Local SEO (Search Engine Optimisation) is the practice of optimising your online presence to attract more business from relevant local searches.

These searches take place on search engines like Google and Bing, and include queries with local intent, such as "near me" searches.

2.2. HOW DOES IT DIFFER FROM REGULAR SEO?

Local SEO is about enhancing visibility in local search results, making it easier for nearby customers to find your business.

Regular SEO aims for broader search engine visibility, reaching a wider audience.

Both are essential for different types of businesses depending on their target audience and goals.

2.3. WHY IS IT IMPORTANT?

Local SEO helps businesses promote their products and services to local customers at the time they're looking for them online.

It increases visibility in local search results, drives more foot traffic to physical locations, and can significantly boost sales and customer engagement.

2.4. WHO DOES IT APPLY TO?

Local SEO applies to any business that has a physical location or serves a specific geographic area.

This includes small and medium-sized businesses (SMBs), local service providers, restaurants, retail stores, and any other business that relies on local customers.

2.5. ARE THERE TOOLS TO ASSIST?

To streamline and enhance your Local SEO efforts, several tools are available that can assist with various aspects of optimisation. For example, SEMrush, BrightLocal Moz Local, Yext, and Whitespark.

Leveraging these specialised tools and drawing on their subject matter expertise can provide a comprehensive and effective solution for your Local SEO needs whilst partially automating the process, minimising the need for manual configuration.

3. APPROACH

The following action list suggests an approach to creating a comprehensive Local SEO strategy.

1. Research Local SEO Basics

   - Understand the fundamentals of Local SEO and its importance.
   - Learn about key elements like Google Business Profile, local citations, and localised content.

2. Identify Your Local SEO Goals

   - Determine what you want to achieve with Local SEO (e.g., increased foot traffic, higher local search rankings).
   - Set measurable objectives to track your progress.

3. Audit Your Current Online Presence

   - Check your Google Business Profile and ensure all information is accurate.
   - Review your website for local keywords, mobile-friendliness, and localised content.

4. Analyse Competitors

   - Look at what local competitors are doing well in terms of Local SEO.
   - Identify areas where you can improve or differentiate your strategy.

5. Create a Local SEO Strategy

   - Develop a plan that includes optimising your Google Business Profile, building local backlinks, and generating localised content.
   - Include actions for gathering and managing customer reviews.

6. Implement and Monitor

   - Start executing your Local SEO strategy.
   - Regularly monitor your progress and adjust your tactics as needed.

4. CHECKLIST

The following checklist addresses each aspect of your online presence that directly impacts Local SEO.

Each aspects requires specific actions, which are outlined in the subsequent sections.

To streamline maintenance, consider utilising specialised tools to automate many aspects of Local SEO.

Aspect	Status
Google Business Profile	
Google Maps	
Website – Localised Backlinks	
Website – Localised Content	
Website – Localised Keywords	
Website – Mobile Friendly	
Reviews	
Directory Listings	

5.GOOGLE BUSINESS PROFILE

Google Business Profile is a free tool that allows businesses to manage their online presence on Google Search and Google Maps.

It enhances visibility and helps attract local customers, displaying information such as your business name, address, phone number, website, and business hours.

Link:

- https://business.google.com/

Actions:

1. Claim and verify your Google Business Profile

2. Ensure all business information is accurate and up to date

3. Add high-quality photos of your business

4. Regularly post updates and offers

6. GOOGLE MAPS

Integrate your business with Google Maps to make it easier for local customers to find you, improving local search rankings and driving foot traffic.

Link:

- https://maps.google.com/

Actions:

1. Ensure your business is listed on Google Maps (via Google Business Profile)

2. Embed a Google Map on your website's contact page

3. Encourage customers to check-in and leave reviews on Google Maps

7.WEBSITE – LOCALISED BACKLINKS

Backlinks from local websites signal to search engines that your business is relevant to the local area, boosting local search rankings.

Actions:

1. Reach out to local businesses and organisations for backlink opportunities

2. Sponsor local events or charities and request a backlink in return

3. Write guest posts for local blogs and include a link to your website

8. WEBSITE – LOCALISED CONTENT

Create content that is specific to your local area to help attract local visitors and improve your relevance in local search results.

Actions:

1. Create blog posts about local events, news, or community activities

2. Highlight local customer testimonials and case studies

3. Develop location-specific landing pages

9. WEBSITE – LOCALISED KEYWORDS

Use keywords that include your location to help search engines understand where your business operates, improving local search visibility.

For example, include your city or region in title tags, meta descriptions, headers, and content. Also, create location-specific pages if you serve multiple areas.

Actions:

1. Research and use local keywords in your website content

2. Include your city or region in meta titles and descriptions

3. Optimise your website's headers and image alt texts with local keywords

For an explanation of the different types of Keyword refer to Appendix A.

10. WEBSITE – MOBILE FRIENDLY

Ensure your website is mobile-friendly to enhance user experience for on-the-go searches, which is crucial for Local SEO as many users search locally on mobile devices.

Actions:

1. Use a responsive design for your website

2. Test your website's mobile usability

3. Ensure fast loading times on mobile devices

11. REVIEWS

Positive reviews on platforms like Google, Yelp and TrueLocal build trust and credibility, influencing local search rankings and attracting more local customers.

Actions:

1. Encourage satisfied customers to leave reviews

2. Respond to all reviews, both positive and negative

3. Display positive reviews on your website

12. DIRECTORY LISTINGS

List your business in relevant local online directories and websites.

Consistent NAP (Name, Address, Phone number) information across these sites helps improve your local search rankings.

Actions:

1. List your business in local online directories

2. Ensure your business information is consistent across all listings

3. Regularly update your directory listings with any changes

13. APPENDIX A – KEYWORD TYPES IN SEO

Understanding the different types of keywords is crucial for effective SEO strategy.

Keywords can be broadly categorised into short-tail, long-tail, and local keywords, each serving a unique purpose in driving traffic and improving search engine rankings.

Short-tail keywords are broad and highly competitive, long-tail keywords are more specific and conversion-friendly, and local keywords help attract customers from specific geographic areas.

13.1.   SHORT-TAIL KEYWORDS

Description: These are broad, one or two-word phrases that cover a wide topic.

Example: "Shoes"

Benefit: They have high search volume but are very competitive and less specific.

13.2.   LONG-TAIL KEYWORDS

Description: These are longer, more specific phrases that target a niche audience.

Example: "Best running shoes for flat feet"

Benefit: They have lower search volume but are less competitive and more likely to convert.

13.3.   LOCAL KEYWORDS

Description: These include geographic locations to target local searches.

Example: "Coffee shop in Adelaide"

Benefit: They help attract local customers and improve visibility in local search results.