

# Local SEO: Starter Checklist

## Claim your Google Business Profile listing

- Claim and optimize your Google Business Profile listing
- Verify name, address, and contact information
- Add photos and a link to your website

## Optimize your title tags

- Keep title tags within Google's limits
- Put the keyword at the front of the title tag
- Ensure title tag relevance to page content

## Optimize your meta description

- Use keywords in the description
- Keep the meta description short and informative

## Make SEO-friendly URLs

- Create short, concise, and descriptive URLs
- Ensure URLs accurately reflect page content

## Make your website mobile-friendly

- Integrate responsive design for adaptability to different devices
- Ensure fast loading speed, ideally within three seconds
- Analyze page speed using tools like Google PageSpeed Insights and make necessary improvements