THE ESSENTIAL LOCAL SEO CHECKLIST

KILLAM SOCIAL SOLUTIONS

№	SEO CHECKLIST	
1	**Optimize Your Google Business Profile**	✓
	Claim and verify your profile.	
	Use accurate business name, address, and phone number (NAP).	
	Add high-quality photos and update hours regularly.	
	Encourage and respond to customer reviews.	
2	**Use Local Keywords in Your Content**	
	Incorporate "Myrtle Beach" and neighborhood names naturally in titles, descriptions, and posts.	
	Focus on service-specific keywords combined with local terms (e.g., "Myrtle Beach salon," "vacation rental Myrtle Beach").	
3	**Build Local Citations and Listings**	
	Ensure your NAP is consistent across directories like Yelp, Bing Places, and local chambers.	
	Submit your business to relevant local directories.	
4	**Create Locally Focused Content**	
	Share blog posts about local events, news, or community stories.	
	Highlight customer testimonials from local clients.	
	Use videos and images showcasing your location and team.	
5	**Optimize Website for Mobile and Speed**	
	Ensure your site loads quickly and is mobile-friendly.	
	Use schema markup for local business to help search engines understand your content.	
6	**Leverage Social Media for Local Engagement**	
	Post regularly on platforms popular in the area like Facebook and Instagram.	
	Use local hashtags and tag community partners or events.	

Pro Tips: Boost Your Local SEO Success

1. Optimize Your Google Business Profile

Pro Tip: Regularly update your photos and respond to reviews. Active profiles build trust and attract more clicks from local customers.

2. Use Local Keywords in Your Content

Pro Tip: Think like your customers—use neighborhood names and common search phrases they might type to find your services.

3. Build Local Citations and Listings

Pro Tip: Consistency is key. Double-check that your business name, address, and phone number (NAP) are identical across all directories.

4. Create Locally Focused Content

Pro Tip: Share stories and events that matter to your community. Local content increases engagement and signals relevance to search engines.

5. Optimize Website for Mobile and Speed

Pro Tip: Test your site on multiple devices and use tools like Google PageSpeed Insights to keep load times fast and user experience smooth.

6. Leverage Social Media for Local Engagement

Pro Tip: Use local hashtags and tag community partners or events to expand your reach and connect with nearby customers.

Mark Killam
Founder, Killam Social Solutions
Myrtle Beach, SC
Email: mkillam@killamsocialsolutions.com
Website: killamsocialsolutions.com
Connect on LinkedIn: linkedin.com/in/markkillam
Helping Myrtle Beach businesses grow with authentic social media and digital marketing.