



Local SEO Checklist for Myrtle Beach Businesses

Boost your local visibility and attract more customers with this step-by-step Local SEO Checklist, designed specifically for Myrtle Beach small businesses.

1. Google Business Profile

- 1.- Claim and verify your Google Business Profile
- 2.- Ensure business name, address, and phone number (NAP) are accurate
- 3.- Add business hours, website, and service areas
- 4.- Upload high-quality, branded photos (interior, exterior, team, products)
- 5.- Write a keyword-rich business description
- 6.- Choose relevant business categories

2. Reviews & Reputation

- 1.- Ask happy customers to leave Google reviews
- 2.- Respond promptly and professionally to all reviews
- 3.- Showcase positive reviews on your website and social media
- 4.- Address any negative feedback with empathy and solutions

3. Local Keywords & Content

- 1.- Research and use keywords like “Myrtle Beach [service]” in your content
- 2.- Write blog posts about local events, tips, or client success stories
- 3.- Add location pages if you serve multiple areas
- 4.- Include your city and neighborhood in headings and captions

4. On-Page SEO Essentials

- 1.- Use title tags and meta descriptions with local keywords
- 2.- Add alt text to images describing location and service
- 3.- Make sure your website is mobile-friendly and loads quickly
- 4.- Include clear calls-to-action (CTA) and contact info on every page

5. Local Listings & Directories

- 1.- Ensure your business info is consistent across all directories (Yelp, Facebook, TripAdvisor, etc.)
- 2.- Submit your business to local Myrtle Beach directories and tourism sites
- 3.- Check for duplicate listings and remove them



6. Backlinks & Partnerships

1. Build backlinks from local partners, news outlets, and blogs
2. Collaborate with nearby businesses for cross-promotions
3. Sponsor or participate in local events (and get listed as a sponsor)

7. Track & Improve

1. Monitor website traffic with Google Analytics
2. Track rankings for local keywords
3. Use Google Business Profile Insights to measure engagement
4. Regularly update your business info and photos

Pro Tip: Consistency and authenticity are key! Keep your info up-to-date, engage with your community, and showcase what makes your Myrtle Beach business unique.

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