



**PREMIUM**  
MAGIC NETWORK

# THE ULTIMATE LOCAL SEO CHECKLIST

**THINK ABOUT YOUR TARGET CUSTOMER.  
WHAT IS THAT PERSON GOING TO TYPE INTO THE  
SEARCH BAR?  
THAT'S WHERE YOU NEED TO BE.**







**PREMIUM**  
MAGIC NETWORK

## **THE SIX PILLARS OF LOCAL SEO**

Whether or not you have a “local” magic-focused business, your business WILL benefit from local SEO.

Most magicians rely on the local market for gigs and while you may travel nationwide to perform, there are economic benefits to you and the client for staying local. The same is true for online magic dealers. Even if you don’t have a physical store, your marketing should target local customers and magic clubs.

Use this guide to super charge your local SEO and bring in more business.

1. Google My Business
2. Technical SEO
3. Website Content
4. Citations & Links
5. Reviews
6. Social Media



# LOCAL SEO CHECKLIST FOR GOOGLE MY BUSINESS



## NAP

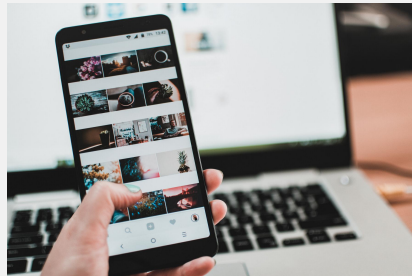
Most important!

Make sure your Name, Address and Phone Number are correct and matches what you have on your website and other online platforms.



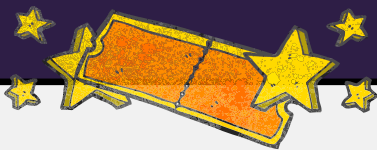
## LINK WEBSITE

Link your GMB account to your website homepage.



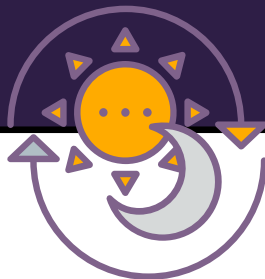
## CATEGORIES

Select the MOST important category as your first and primary category. Add additional relevant categories based on your service or product offerings.



## IMAGES

Google loves images. Add several to each of your industry categories. Encourage customers to upload images from their phone to your GMB listing.



## HOURS

Keep your service hours updated. Add holiday hours as needed.



## POSTS

Add informational updates that will get exposure. These posts can display up to 7 days. Keep products, events and special offers updated.



## REVIEWS

Look at how many reviews are in the Snack Pack and aim for that number. Ask for reviews. Respond to positive and negative reviews.



## INSIGHTS

Review Analytics for content ideas, direction requests and how customers are searching.



# LOCAL SEO CHECKLIST FOR TECHNICAL SEO



## TITLE AND META

Create a relevant title tag and persuasive meta description for each page on your website.



## RESPONSIVE

Make your website mobile friendly so that it adjusts to the user's screen size.



## FRIENDLY URLS

Use google friendly URLs. Include keywords and think about if the URL will inspire searchers to click on it in the search results.



## NAP

Add your Name, Address and Phone number to to the footer of your website and be sure it is the same across all of your online platforms.



## PHONE NUMBER

Make sure your phone number is highly visible on your website and clickable for mobile users.



## SCHEMA

Add structured markup language for your local business, services, reviews and other relevant properties.



## PAGE SPEED

Compress images. Strive to attain page speed above average using the Google Page Speed Tool.



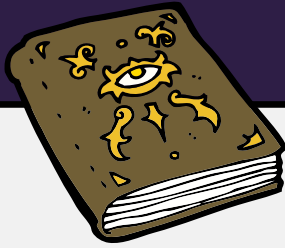
## NAVIGATION

Ensure your website navigation is simple to use and makes it easy for users to find information in under 3 clicks.





# LOCAL SEO CHECKLIST FOR WEBSITE CONTENT



## UNIQUE CONTENT

Write unique, relevant content that adds value. Copying does not help your SEO efforts. Think about what your audience is searching for and give them solutions.



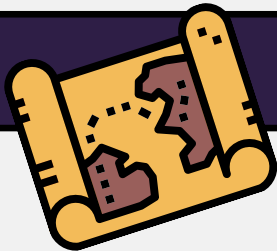
## MULTIMEDIA

Employ images, videos, infographics and all forms of media to bring content to life and engage. Your goal is to make all content compelling and memorable.



## BLOG

Create useful content for your target audience. Educate, answer questions and solve problems. Focus on providing valuable content and then add a few "salesy" snippets when appropriate.



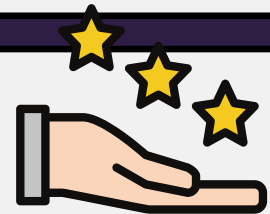
## LOCAL INFO

Write about local events. Interview local influencers. Offer tips, advice and guides specific to the area you serve. Eg. local venues, where to buy party favors, magic club meetings, etc.



## LOCATION PAGE

Display your service area on a map. Also type a listing of the areas served. Be sure to state if you have a physical location or only serve online.



## CRITICAL PAGES

Create strong content for the most viewed pages on a website such as the About page, Service pages and Testimonials page. These pages build credibility and trust.



## SPONSOR LOCAL

Become known in the community by sponsoring events and getting involved. On your website, write about local happenings strive to acquire links from local vendors.

**LEARN MORE**

## CALL TO ACTION

Every page needs a purpose. What do you want the visitor to do next? Guide the user to the next step with buttons and links.

If you just clicked on the Learn More button you see the power.





# LOCAL SEO CHECKLIST FOR LINKS & CITATIONS



## BUILD CITATIONS

Your goal is to find the most relevant citation sites. Type in your keywords on Google to see the top citation sources. Use industry and location specific keywords.



## CITATIONS

Submit your business information to the top 3 or 4 directories for your business and location. The best directories will be different based on industry and location.



## NAP

Be sure your Name, Address and Phone Number are consistent across all online mentions.



## TRACK CITATIONS

Use a spreadsheet to keep an accurate record of all directories you are listed on so you can update NAP data if needed.



## COMPETITORS

Google your competitors' phone numbers to get a listing of all the directories and citations they have. Pick 4 to 5 of the top citations to target.



## SERVICES

Be aware of local citation provider services that take care of citations for you. Many of them will revert your directory listing to the original state when you stop payment.



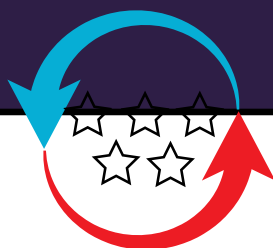


# REVIEWS



## REVIEWS

Choose 2 - 3 of the top review platforms relevant to your business and location. Google Reviews should be one of those platforms.



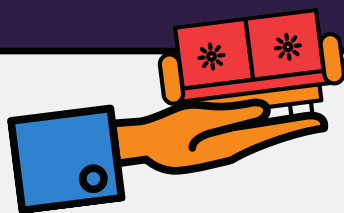
## REVIEW SYSTEM

Build a follow-up process to request reviews after a magic show or sale. Design emails, business cards, etc. to request customer reviews.



## RESPOND

Respond to all reviews, good and bad. Reply to bad reviews by acknowledging the problem and explain steps you have taken to resolve it.



## MAKE IT EASY

Include links to your review platforms in the request for review follow-up. The less effort required by the customer, the more likely a review will be given.



## GOOGLE PAGE

On Google My Business, set up your permanent Google Review page:

1. Info Tab: Generate a short name
2. Submit for approval
3. Home Tab: Click on Get More Reviews section and copy the URL.



## REVIEW PAGE

Create a review page on your website that displays links to your top review platforms. Include a link to your review page in any print material you use.



## SOCIAL PROOF

Display reviews on website pages and marketing materials. Be aware of legal terms and conditions required when using reviews from review platforms.





# LOCAL SEO CHECKLIST FOR SOCIAL MEDIA



## PICK A PLATFORM

While it's important to look at where your customers are, be realistic and focus on the social media channel you're familiar with and will use. Don't try to be everywhere all at once. Focus on one platform at a time and then slowly add more.



## STRATEGY

Set up a strategy to follow. Randomly posting to your social media platform without a strategy will short change your marketing efforts.



## FOLLOW

Make a list and start following important people in your industry and area. (Local media, local blogs, customers, potential customers, vendors and peers.)



## PROMOTE

Before you begin creating content spend time liking, commenting and sharing the content of those you follow. Promote their content to get on their radar.



## CREATE CONTENT

Create your own social-media friendly content based on what you have learned through following important people. Write content that is topical, seasonal and well-timed.



## SHARE CONTENT

Share your content on social media platforms. Use relevant hashtags and tag relevant people.







## YOUR NEXT STEPS

# TAKE ACTION

### FOCUS

Choose one Local SEO element at a time to focus on.  
Don't get overwhelmed by all of the components.

### LEARN MORE

We have resources to guide you.  
Read more from our [Knowledge Blog here](#).

### NEED HELP?

We'd love to support you. Contact us for a free 15 minute consultation  
and we'll give you 3 tips to help you improve your online presence.

<https://www.premiummagicnetwork.com/contact-us/>

[www.PremiumMagicNetwork.com](http://www.PremiumMagicNetwork.com)