SuperOps.ai

Local SEO checklist template

marketing

If you're an MSP looking to grow your client base, you don't have to go looking for new business all over the world.

You just need to step out. In other words, optimize your business for local SEO.

Local SEO proves to be a powerful growth lever for MSP businesses. Surveys have time and again revealed that:

(i) 97% of people learn more about a local company online than anywhere else, and

(ii) Local searches result in purchases 28% of the time.

You don't need a stronger case to start investing in your local SEO right now.

Local SEO optimization helps you:

✅ Boost your online presence and visibility

✅ Capture local prospects looking for MSP services

✅ Generate high-intent leads with little marketing spend

What does this template include?

✅ Local SEO best practices

✅ A step-by-step checklist to kickstart local SEO

How to use this template?

✅ Remove the front page and the last page.

✅ Tweak the template to suit your industry.

✅ Add this checklist to your project management tool or task tracker and ensure you check off the items as you go. We made this a document for easy accessibility. Don't use a document or a spreadsheet to track your process. Ever.

Final disclaimer

With our templates, we want to ensure that you have a great first draft, we repeat a first draft, to start with. While we try to make it as comprehensive as possible, we do not intend this to be a "one-size-fits-all" document. Sometimes, you will find stuff you won't ever use in your line of business.

The key is to fine-tune and tweak the downloaded template to suit your business requirements.

And don't forget to periodically check back and improve the template, so that over time, you will have one go-to template you can use to dramatically grow your MSP business.

Local SEO checklist

To do	Status
To increase your visibility on Google, create a "Google Business Profile". Business profiles help your business appear in Google Maps and in Google local search results.	☐
Verify it. Your Business Profile is Google's term for your Google business listing.	☐
Add your updated contact information. Provide alternative contact information just to be sure. Add your information as text as well as images. Search engines can only crawl HTML texts, not images.	☐
Nudge customers to leave online reviews. This boosts authority.	☐
Engage with customers using your Google My Business account. Show that you're active.	☐
Publish posts using your account regularly.	☐
Add categories, highlights, and contact hours to ensure customers get all the info they want at a glance.	☐
Optimize online directories.	☐

To do	Status
Perform a local SEO audit. It is a long and ongoing process where you should perform ongoing website performance audits, business directory cleanups, indexing error checkups, and more.	☐
Add inbound links, i.e., links from external websites to increase your brand authority and rank higher in search results.	☐
Optimize your website for URL, title tags, permalink, headers, meta descriptions, and SEO content.	☐
Make sure your website is internally linked for easy navigation and accessibility.	☐
Engage with your local community.	☐
Invest in good local SEO tools like Semrush local citation finder and Moz local to kickstart, manage, and measure your Local SEO strategy.	☐

SuperOps.ai

Powered by intelligent automation, jump into the new age of IT service delivery with SuperOps.ai—a truly unified PSA-RMM platform for MSPs.

GET STARTED FOR FREE

We'd love to connect! Reach out to us: sales@superops.ai