

Local SEO Checklist

Personalized for SEO Rankers Delhi

1. Google Business Profile Optimization

- Claim and verify your Google Business Profile.
- Ensure Name, Address, Phone (NAP) consistency.
- Upload high-quality logo and office images.
- Add services and business categories.
- Post regular updates (offers, blogs, events).

2. On-Page SEO Essentials

- Optimize title tags and meta descriptions with 'Delhi' keywords.
- Use schema markup (LocalBusiness, FAQ, Review).
- Add local keywords to H1, H2, and body content.
- Embed Google Maps on your contact page.

3. Content Marketing

- Publish blogs like 'Delhi SEO Cost Report' and 'Local SEO Tips'.
- Create location-based landing pages (e.g., SEO Services in Delhi).
- Add case studies and testimonials from Delhi clients.

4. Citations & Directories

- List business on Justdial, Sulekha, IndiaMart, and local Delhi directories.
- Maintain consistent NAP across all directories.
- Update social profiles with correct info.

5. Reviews & Reputation Management

- Encourage clients to leave Google reviews.
- Respond to all reviews (positive & negative).
- Highlight top 5-star reviews on the website.

6. Technical SEO

- Ensure mobile responsiveness.
- Use fast hosting and compress images.

- Fix broken links and set up proper redirects.
- Install SSL certificate for HTTPS.

7. Local Link Building

- Get backlinks from Delhi blogs, chambers of commerce, and news sites.
- Collaborate with Delhi influencers for mentions.
- Sponsor local Delhi events for citations.

8. Tracking & Reporting

- Set up Google Analytics & Google Search Console.
- Track rankings for 'SEO Services in Delhi'.
- Monitor GBP Insights (calls, visits, directions).
- Generate monthly performance reports.

■ This checklist is prepared by SEO Rankers – the Best SEO Company in Delhi. Use it to dominate local rankings and grow your business online.