

The Retail Website Checklist for Local Business Success

Claim Your Online Business Listing

Claim Google Places listing

Claim Bing Business Portal listing

Claim Yelp listing

Regularly Track Traffic in Google Analytics

Implement Google Analytics tracking code

Analyze which pages receive the most traffic and longest interactions

Analyze which networks send the most website traffic

Make Sure Customers Can Easily Find and Contact You

Place address and phone number on homepage

Ensure all necessary business information is on a "Contact" or "Location" page

Add a Google Map of business location

Optimize HTML, Meta Tags and Copy for Local Searchers

Add local search keywords to title tags

Add local search keywords to meta descriptions

Implement schema.org markup to inform search engines business is local

Create a blog to discuss local happenings and news about business

Create Business Profile Pages and Ask for Feedback

Update Yelp listing with relevant information

Link to business profiles from website

Set up reminders to regularly track activity on business pages

Elevate Promotions and Specials on the Homepage

Implement a way to mention regular and changing specials on homepage

Create an routine to regularly update promotions on website

Connect with Locals with Social Networks and Newsletters

- Create a Facebook page
- Create a Twitter account
- Create an email newsletter list; add sign-up form to website
- Link to these social accounts throughout website
- Establish a routine to post on these networks and monitor activity

Join Online Local Business Communities

- Find if neighborhood, community or city has any local online listings
- Submit business where applicable or request listing

For more information, check out: [The Retail Website Checklist for Local Business Success](#) on the Software Advice blog.