

2023年12月17日

谷歌本地化优化

# LOCAL SEO CHECKLIST



# 基本原则

- Google My Business (GMB) 设置和优化
- 认领并验证您的GMB列表。
- 确保企业名称、地址和电话号码 (NAP) 准确无误。
- 添加高质量的企业照片，包括内部、外部、产品和团队。
- 选择正确的企业类别。

## 网站优化：

- 确保您的网站对移动设备友好，因为许多本地搜索是在移动设备上进行的。
- 添加本地化内容，迎合本地受众和文化。
- 在每个页面上一致地包含NAP（名称、地址、电话）信息，最好在页脚中。
- 嵌入您企业位置的谷歌地图。

## 本地关键词：

- 研究并整合本地关键词（例如，“[城市名称]的咖啡店”）到您的内容中。
- 使用像谷歌关键词规划师这样的工具，专注于本地搜索量。
- 确保本地化关键词出现在元标题、描述和头部标签中。
- 避免关键词堆砌。

## Schema标记：

- 在您的网站上实现本地企业schema标记。
- 突出显示重要信息，如NAP、营业时间和客户评论。
- 使用结构化数据测试工具来确保没有错误。
- 随着业务变化，保持schema标记更新。

# 1. Foundation and Basics

## Google My Business (GMB) Setup and Optimization

- Claim and verify your GMB listing.
- Ensure business name, address, and phone number (NAP) are accurate.
- Add high-quality photos of your business, including the interior, exterior, products, and team.
- Choose the correct business category

### Website Optimization

- Ensure your website is mobile-friendly since many local searches are conducted on mobile devices.
- Add localized content, catering to the local audience and culture.
- Include NAP details consistently on every page, preferably in the footer.
- Embed a Google Map of your business location

### Local Keywords

- Research and integrate local keywords (e.g., "coffee shop in [city name]") in your content.
- Use tools like Google's Keyword Planner focusing on local search volume.
- Ensure localized keywords are in meta titles, descriptions, and header tags.
- Avoid keyword stuffing;

## Schema Markup

- Implement Local Business schema markup on your website.
- Highlight important information like NAP, opening hours, and customer reviews.
- Use structured data testing tools to ensure there are no errors.
- Keep schema markup updated with any business changes.

# ● 内容策略

## 本地化内容创造：

- 制作针对本地新闻、事件或话题的博客文章或页面。
- 采访本地人物或影响者以增加可信度和本地相关性。
- 如果您的企业在多个地点运营，创建特定位置的页面。
- 使用多媒体，如本地照片和视频，以增强内容的吸引力。

## 参与本地活动：

- 参与或赞助社区活动，并在您的网站上突出显示它们。
- 与当地企业合作创作协作内容。
- 创建包含照片、视频和见证内容的活动回顾内容。
- 为当地活动提供特别促销或折扣。

## 用户生成的内容：

- 在您的网站上展示用户生成的照片或视频。
- 举办本地竞赛或赠品以提高参与度。
- 对所有评价，无论正面或负面，都做出回应。

## 优化登陆页面：

- 为您的每个业务地点创建特定的登陆页面。
- 在每个页面上包含本地化关键词、元数据和相关内容。
- 确保每个登陆页面有独特的内容以避免内容重复。
- 使用本地化的号召性用语来驱动参与。

## 2. Content Strategy

### Localized Content Creation

- Produce blog posts or pages targeting local news, events, or topics.
- Interview local personalities or influencers for added credibility and local relevance.
- Create location-specific pages if your business operates in multiple locations.
- Use multimedia, such as local photos and videos, to enhance content appeal.

### Engage with Local Events

- Participate in or sponsor local community events and highlight them on your site.
- Partner with local businesses for collaborative content.
- Create event recap content with photos, videos, and testimonials.
- Offer special promotions or discounts for local events

### User-Generated Content

- Encourage local customers
- Feature user-generated photos or videos on your website.
- Host local contests or giveaways to boost engagement.
- Respond to all reviews, both positive and negative

### Optimized Landing Pages

- Create location-specific landing pages for each of your business locations.
- Include localized keywords, meta data, and relevant content on each page.
- Ensure each landing page has unique content to avoid duplication.
- Use localized call-to-actions to drive engagement



# 链接建设和引文

## 本地目录和引文：

- 让您的企业出现在著名的本地目录中（例如，Yelp，黄页）。
- 确保在所有目录列表中名称、地址和电话号码（NAP）的一致性。
- 优先考虑行业特定的目录或当地商会。
- 定期审核并更新您的列表以确保准确性。

## 本地反向链接建设：

- 与本地博客作者或影响者合作，进行客座文章发布和提及。
- 从本地活动网站获得反向链接。
- 赞助或参与当地慈善活动来获取反向链接机会。
- 加入提供列表机会的当地商业协会或团体。

## 本地化公关策略：

- 向本地媒体发布关于企业更新或事件的新闻稿。
- 与本地记者合作进行特写报道。
- 主持或参与社区活动，吸引当地媒体关注。
- 与当地媒体人员建立关系，以获取持续性的报道。

## NAP一致性：

- 确保您的企业名称、地址和电话号码一致。
- 审核并纠正任何不一致或过时的信息。
- 使用专门检查NAP一致性的工具或服务。
- 随着企业的发展，定期回顾并更新NAP信息。

### 3. Link Building and Citations

#### Local Directories and Citations

- Get your business listed in prominent local directories (e.g., Yelp, Yellow Pages).
- Ensure NAP consistency across all directory listings.
- Prioritize industry-specific directories or local chambers of commerce.
- Regularly audit and update your listings for accuracy.

#### Local Backlink Building

- Collaborate with local bloggers or influencers for guest posts and mentions.
- Earn backlinks from local event websites.
- Sponsor or participate in local charity events for backlink opportunities.
- Join local business associations or groups that offer listing

#### Localized PR Strategy

- Send press releases to local media outlets about business updates or events.
- Collaborate with local journalists for feature stories.
- Host or participate in community events that garner local media attention.
- Build relationships with local media personnel for ongoing coverage.

#### NAP Consistency

- Ensure your business's name, address, and phone number are consistent
- Audit and correct any discrepancies or outdated information.
- Use tools or services that specialize in NAP consistency checks.
- Regularly review and update NAP details as your business evolves.

# 评论和声誉

## 鼓励客户评论：

- 请求满意的客户在Google、Yelp和Facebook等平台上留下正面评论。
- 鼓励客户发表评论。
- 通过提供直接链接或二维码来简化评论过程。
- 在店内标识或收据上突出评论的重要性。

## 回应评论：

- 以专业的方式回应所有评论，无论是正面还是负面的。
- 解决任何投诉或问题，并提供解决方案。
- 对正面的评论和反馈表示感谢。
- 利用评论中的反馈改进业务运营。

## 监控在线声誉：

- 使用工具监控您的企业在线提及。
- 迅速处理任何负面宣传或错误信息。
- 鼓励忠实客户在社交媒体上分享正面体验。
- 与当地影响者合作，增强在线正面形象。

## 利用推荐信：

- 在您的网站上突出显示正面的推荐信。
- 在市场营销材料或广告中使用推荐信。
- 定期更换推荐信以保持内容的新鲜度。
- 请求客户允许在促销活动中使用他们的推荐信。

## 4. Reviews and Reputation

### Encourage Customer Reviews

- Ask satisfied customers to leave positive reviews on platforms like Google, Yelp, and Facebook.
- Encourage for leaving a review.
- Make the review process easy by providing direct links or QR codes.
- Highlight the importance of reviews in store signage or receipts.

### Respond to Reviews

- Engage with all reviews, positive or negative, in a professional manner.
- Address any complaints or issues and offer solutions.
- Show appreciation for positive reviews and feedback.
- Use feedback from reviews to improve business operations

### Monitor Online Reputation

- Use tools to monitor mentions of your business online.
- Address any negative publicity or misinformation promptly.
- Encourage loyal customers to share positive experiences on social media.
- Collaborate with local influencers to bolster positive online presence.

### Leverage Testimonials

- Feature positive testimonials prominently on your website.
- Use testimonials in marketing materials or advertisements.
- Rotate testimonials regularly to keep content fresh.
- Ask customers for permission to use their testimonials in promotional efforts.

# ● 性能监控

## 本地SEO分析：

- 使用像Google Analytics这样的工具来跟踪本地流量和参与度指标。
- 监控本地化术语的关键词排名。
- 测量来自本地SEO努力的转化，如电话或店铺访问。
- 分析用户行为，如对本地内容的跳出率或页面停留时间。

## 反馈收集：

- 使用调查或反馈表格来收集来自本地客户的洞察。
- 在店内实施意见箱来直接收集反馈。
- 主办本地焦点小组或社区活动以收集见解。
- 使用反馈调整业务运营和产品/服务提供。

## 竞争分析：

- 监控本地竞争对手及其在线策略。
- 根据竞争对手活动识别差距或机会。
- 保持对本地行业趋势或变化的了解。
- 根据本地竞争环境调整关键词策略。

## 持续改进：

- 根据性能定期审核和更新您的本地SEO策略。
- 保持最新的本地SEO最佳实践和算法变化。
- 测试和尝试新的本地SEO策略或工具。
- 优先考虑持续的教育和培训，关注本地SEO趋势。

## 5. Performance Monitoring

### Local SEO Analytics

- Use tools like Google Analytics to track local traffic and engagement metrics.
- Monitor keyword rankings for localized terms.
- Measure conversions from local SEO efforts, such as calls or store visits.
- Analyze user behavior, such as bounce rate or time on page, for local content.

### Feedback Collection

- Use surveys or feedback forms to gather insights from local customers.
- Implement suggestion boxes in-store to collect direct feedback.
- Host local focus groups or community events to gather insights.
- Use feedback to adjust business operations and offerings.

### Competitive Analysis

- Monitor local competitors and their online strategies.
- Identify gaps or opportunities based on competitor activities.
- Stay updated with local industry trends or shifts.
- Adjust keyword strategies based on local competitive landscape.

### Continuous Improvement

- Regularly audit and update your local SEO strategy based on performance.
- Stay updated with the latest local SEO best practices and algorithm changes.
- Test and experiment with new local SEO tactics or tools.
- Prioritize ongoing education and training in local SEO trends.