



Local SEO Checklist for Quebec SMBs

Whether you have a home-based business or a commercial location where you greet clients, local SEO is the best way to reach your city audience.

1. Make sure your website is ready for local indexing, potential clients need to know how to reach you through your contact information
2. Ensure your website is accessible (robots.txt file should allow indexing)
3. Ensure your Contact Page contains all the relevant info about your company such as:
 - Company Name
 - Complete Address, including postal code (ideally with a Google Map)
 - Phone numbers
 - Hours of Operation (Open and Close Times)
 - About Us Description (especially if you are active in the community)
 - Description of your Services
 - Number of years in Business (especially if you have a good reputation)
 - Suggest "nearby" (neighboring city, highway, bus route) points of reference
4. Use Schema Data Markup (Microdata, RDFa, JSON-LD) to communicate your location > See <https://schema.org/address>
5. List your Business on Google My Business, Facebook, Yelp, YPG and other relevant local Directories See https://www.google.com/intl/en_ca/business
6. Ensure coherence and consistency, do not make mistakes in your local listing (always use the same/correct address, phone, etc)
7. Engage with your Reviews, respond in a polite and professional manner at all times
8. Continuously produce useful Content (blog, social channel posts) for your local audience in your city

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