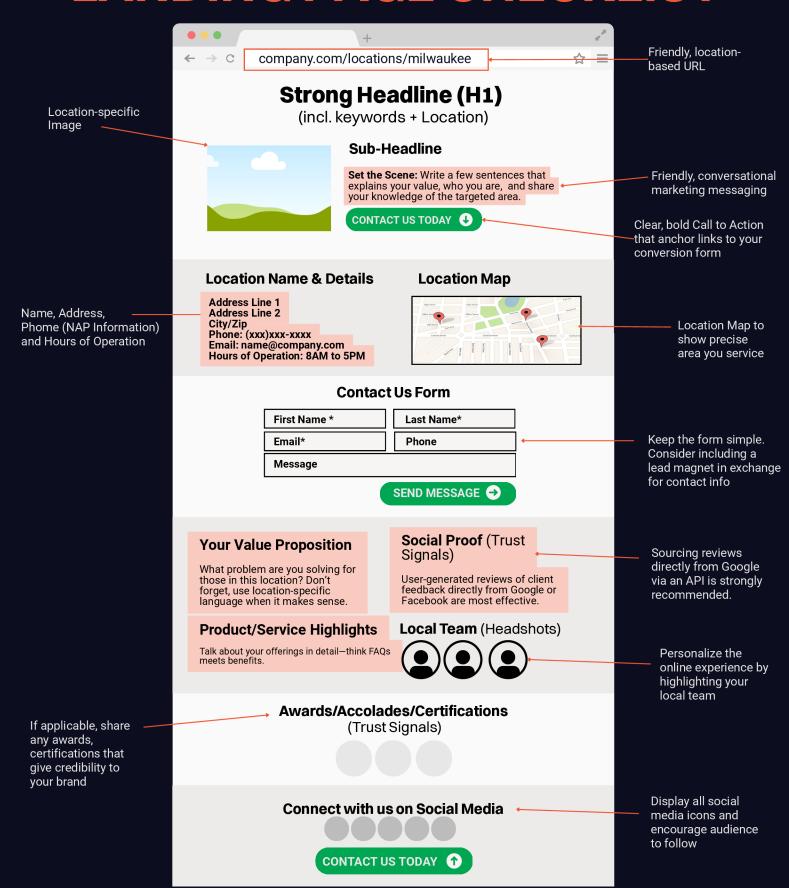
## THE ULTIMATE LOCATION LANDING PAGE CHECKLIST



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	Friendly, location-based URL (for example, company.com/locations/milwaukee
	Include keywords + location city/state in meta title/description of the landing page
	H1 Headline with keywords and location included (Note: write for humans, not search engines.
	Location-specific images, for example, outdoor/indoor shots, and team shots.
	Secondary Header with keywords and location included.
	Name, Address, Phone (NAP) Information and Hours of Operation
	Location Map
	Messaging that is tailored to the audience you serve.
	Clear, bold Call to Action early on (Above the Fold)
	Product/Service highlights
	Google Reviews, testimonials, certifications, awards or affiliations (helps build trust/authority)
	Consistent Call to Action throughout page (especially important if your landing page tends to run longer.
BONUS TIPS	
	Optimize your local Google Business (GB) Profile and include the custom URL to the location landing page in the URL field.
	Ensure that all location details on your Landing Page, i.e. Name, Address, Phone and Hours of Operation are cosistent with your GB Profile.