

# 8-Step Local SEO Checklist to Boost Your Search Rankings

**STEP  
01**

Include longtail local keywords in your website copy and content

**STEP  
02**

Add secondary categories to your Google Business Profile

**STEP  
03**

Ensure the name, address, and phone # on local listings and your website are consistent

**STEP  
04**

Build backlinks from local directories, review platforms, and local news sites

**STEP  
05**

Build regular positive reviews on Google Business Profile and other HVAC and general review sites

**STEP  
06**

Include local keywords in title tags, H1s, Headings, and (H2-H6).

**STEP  
07**

Create location-specific landing pages.

**STEP  
08**

Add Local Schema Markup to your site to appear in Rich Results.