

Franchise SEO Campaign Checklist



- E-E-A-T optimization**
- Online reviews
- Employee profiles
- Google Maps and geographic details
- Internal links and external links to local resources
- Photos

- NAPs**
- Google My Business (GMB) profiles
- Consistent
- NAP/contact information formatting across location websites
- Citations and directories
- Location-based keywords on separate profiles

- Niche and local content balance**

- Local keywords**

- High-quality websites**
- Consistent design and branding
- Content appealing to local community

- Local backlinks**
- Backlinking with charities, community groups, and other local businesses to boost online visibility

- Content marketing calendar**
- Multiple content formatsReview to catch duplicate content
- Organized calendar for each location's social profile and blog