

Not sure what content a local business needs?

This cheat sheet grows ideas! | From *The Local Business Content Marketing Guide*

Foundational Content Assets | Plant a Healthy Sapling



- Set goals
- Do customer research
- Do keyword research
- Do market research
- Create and market assets
- Create your USP/UVP
- Product/service descriptions
- Fulfillment ecosystem
- Contact ecosystem
- Domain and page URLs
- Logo
- Real-world signage
- Slogan
- Mission & vision statement
- Company & customer policy
- Proof of local business E-E-A-T

Core Website-based Content Assets | Grow a Strong Trunk



- The local business publishing mindset
- Onsite local SEO
- Basic website pages
- Location/city landing pages
- Practitioner landing pages
- CTAs
- User-generated content (UGC)
- Image content
- Video content
- Blogging, vlogging, and podcasting
- Accessibility
- Internal link architecture
- Local business schema

Offsite Content Assets | Root Down and Branch Out



- Local business listings
- Review acquisition, management, and analysis
- Unstructured citations
- Inbound link strategy
- Featured snippets
- Email marketing
- Public relations (PR)
- Paid advertising
- Social media marketing and social marketing

Further Content Opportunities | Play Host to Thriving Local Life



- Continuous remarketing of assets
- Ongoing asset refresh
- Continuous growth of internal link architecture
- Publishing for all phases of the customer journey
- Publishing for B2B relationship development
- Publishing for good