Checklist for local Search Engine Optimization (SEO) for language schools and businesses in language education (for beginners and advanced)

Part 1: Fundamental Advice for your Local Search Engine Optimization (Local SEO, Beginner level)

Present your school, courses and business

☐ Give detailed information about your school, location and facilities.

☐ Present your portfolio of language courses.

☐ Introduce teachers, coaches (including their professional background) and other team members with a short text and a picture or even better a video.

☐ Present examples about how your language courses work and who you want to address (children, adults, students abroad, businesses etc.)

☐ Explain in short sentences why a potential client should study at your school or book your course? (USP)

☐ Add eye-catching elements such as pictures of teachers, classrooms, graduates etc.

☐ Add videos to complete your presentation.

Contact information

☐ Place all necessary contact information in the footer of your website.

☐ Make opening times and timetables easily accessible (for example in the footer).

☐ Describe the way to your facility for students and potential clients by car as well as public transport. Add information about parking spaces nearby.

Content

☐ Publish articles about the most important topics.

☐ Publish short articles about frequently asked questions.

For example:

- Can a course be sponsored by the state?

- How can I apply for a sponsorship?

- How can I test my language level?

- Number of students per class?

- In case of online courses: system requirements to participate in the courses.

☐ Publish detailed articles and add media such as videos, graphics or pictures.

For example:

- How to create a study plan

- Tips to learn vocabulary fast

- Best methods to learn a new language

- Learning aids and apps for different languages

– How to stay motivated

Google My Business profile
☐ Create a profile on https://www.google.com/business/
☐ Fill in the minimum required data such as name, contact information, opening times, description, logo and add a few pictures.
☐ Let Google confirm your location.
☐ After creating the profile, work on it regularly by posting interesting content.
☐ Update your profile on a regular basis.

Rating & Reviews from students and clients
☐ Ask your clients and students to give you reviews / ratings on Google
☐ Subscribe to a 2nd platform for word of mouth marketing and customer satisfaction platform like „Proven Expert" or „languagecourse.net"
☐ Reply to reviews regularly and within 1-2 days.

Entry in business registries (citations)
☐ Create a document with the most important company information (name, address, phone, e-mail etc.)
☐ Register in general company directories (at least 5). **Important:** the company information always has to be identical, the company description has to vary.
☐ Entry in registries of the educational sector (at least 3)
   For example:
   – https://coursefinders.com/de/
   – https://www.kursfinder.de
   – http://www.germany.travel
   – https://www.lingoschools.de/
   – https://www.bildungsurlaub-sprachkurs.de
☐ Make a list of all entries to keep an overview and be able to edit entries quickly.

Generate backlinks
☐ Ask befriended companies and partners to add a link to your website on theirs.
☐ Become a member of expert organizations. **For example:** https://fdsv.de/en/startseite-en/
☐ Contact local press: invite to events
☐ Generate alternative backlinks: think outside of the box. Get creative and collect ideas to generate backlinks that are not obvious.

Part 2: More Tipps & Tricks for even better Rankings (Advanced Level)

Improve the structure of your backlinks

- ☐ Analyze backlinks of your competitors with free tools. Find their best links. **For example** openlinkprofiler.org or backlink-tool.org.
- ☐ „Imitate" the backlink structure of your competitors. Think about how you can land similar links.

Google-Maps

- ☐ Include Google-Maps on your website and use it for directions. **Additional:** register for Apple Maps and Bing Places.

Optimize Snippets /Meta-Tags (the text shown in the search results)

- ☐ **Meta-Title:** Length 60-70 characters. Use special characters like a triangle at the beginning and parenthesis.
- ☐ **Meta-Description:** Describe the content of your site in an attractive way for the reader. Write a unique text with approximately 160-170 characters.

Internal links on your Homepage

- ☐ Optimize internal linking by linking to related subpages on your website.

Keywords

- ☐ Read through your texts on your website and add relevant keywords potential clients would be searching for.

Do you have questions about this or other online marketing topics?

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