

LOCAL → NATIONAL SEO MIGRATION CHECKLIST (2026)

Strategy & Scope

- Define what “national” means (nationwide shipping, remote service, multi-city coverage)
- Confirm core national offer or select priority markets
- Set KPIs: leads, demo requests, ecommerce revenue, branded search growth

Protect Local Strength

- Keep top-performing location pages active
- Maintain internal links that support local pages
- Separate intent clearly:
 - *Local = service + city*
 - *National = non-geo service terms*
- National = non-geo service terms
- Monitor cannibalization between local and national pages

Keyword Expansion

- Pull current ranking keywords from Search Console or SEO tool
- Remove geo terms to find national variants
- Group keywords into:
 - *Core service terms*
 - *Use-case terms*
 - *Comparison terms*
 - *Pricing / transactional terms*
- Review national competitor keyword gap

Content Structure

- Create 3-6 pillar pages based on main revenue drivers
- Map 8-20 cluster pages under each pillar
- Apply internal linking rule:
 - *Clusters link to pillar*
 - *Pillar links to clusters and conversion pages*

Commercial Pages

- Build or upgrade national service pages
- Create industry solution pages if relevant
- Add pricing and strong case studies
- Add trust blocks: reviews, proof, policies, coverage details

On-Page & Trust Signals

- Optimize titles and heading structure
- Add FAQs where helpful
- Include author bios and real credentials
- Update pillar and local pages on schedule

Technical & Architecture

- Use structure: Home → Pillars → Clusters → Conversions
- Merge thin or duplicate pages
- Apply canonical tags where needed
- Improve crawlability and index control

Authority & Links

- Create linkable assets (data, tools, industry reports)
- Pitch digital PR with trends or expert insights
- Build partnerships with legitimate organizations

Measurement & Optimization

- Track non-geo keyword groups
- Track conversions by page type (pillar, local, blog)
- Monitor rankings with SEO tools
- Adjust internal linking and content where needed