Local SEO Checklist

A local SEO checklist for ranking in maps and local search through profiles, citations, reviews, and local pages.

Google Business Profile Setup

- [ ] Claim and verify your business profile for each physical location.
- [ ] Choose the most accurate primary category and add relevant secondary categories.
- [ ] Complete every field including hours, services, attributes, and a detailed description.
- [ ] Upload high-quality photos of your storefront, interior, team, and products.
- [ ] Keep hours current and mark special hours for holidays in advance.
  Wrong holiday hours frustrate customers and erode the trust signals that help you rank.
- [ ] Post regular updates, offers, and events to show the profile stays active.

NAP Consistency

- [ ] Define one canonical version of your business name, address, and phone number.
- [ ] Match those exact details on your website footer and contact page.
- [ ] Audit existing listings for mismatched or abbreviated address formats.
- [ ] Correct outdated phone numbers and addresses across every platform.
- [ ] Use a local phone number rather than a generic call-center line where possible.

Citations and Directories

- [ ] List the business in major general directories and industry-specific platforms.
- [ ] Submit consistent NAP details to the core data aggregators that feed many listings.
- [ ] Find and remove duplicate listings that split your local signals.
- [ ] Add categories, photos, and descriptions to each citation where the platform allows.
- [ ] Track all listings in one sheet so updates stay synchronized.

Reviews and Reputation

- [ ] Create a simple, direct link that sends happy customers to leave a review.
- [ ] Ask for reviews at the natural moment of satisfaction, in person or by follow-up.
- [ ] Respond promptly and professionally to every review, positive or negative.
- [ ] Address negative feedback with a solution rather than a defensive reply.
- [ ] Aim for a steady stream of recent reviews instead of occasional bursts.
  Review recency matters; a rush of old reviews looks less natural than a consistent flow.
- [ ] Never buy or incentivize fake reviews, which can get the listing penalized.

Local Landing Pages and Keywords

- [ ] Build a dedicated page for each location with unique address and content.
- [ ] Target local keywords that combine your service with the city or neighborhood.
- [ ] Embed a map and add directions to reinforce the physical location.
- [ ] Include location-specific testimonials, photos, and service details on each page.
- [ ] Add local business structured data with address and opening hours.

- [ ] Avoid copying the same text across location pages to prevent duplication.

Local Link Building

- [ ] Earn links from local newspapers, blogs, and community websites.
- [ ] Sponsor or partner with local events and organizations for relevant mentions.
- [ ] Join the local chamber of commerce and reputable business associations.
- [ ] Build relationships with complementary local businesses for referral links.
- [ ] Pursue mentions on resource pages relevant to your area and industry.

Maps and Local Tracking

- [ ] Confirm the map pin sits on the exact correct location on the map.
- [ ] Define an accurate service area if you travel to customers.
- [ ] Monitor your rankings for target keywords from within your local area.
- [ ] Track calls, direction requests, and clicks from the business profile insights.
- [ ] Review competitor listings to spot categories and features you are missing.
  Competitor profiles often reveal categories or attributes worth adding to your own.