

Local SEO Checklist

Checklist · 25 items · 6 sections

Everything local businesses need to rank higher in Google Maps and local search results. Covers Google Business Profile, citations, reviews, and local content.

Open the editable, AI-powered version online:

<https://genechecklist.com/checklist/local-seo-checklist>

GOOGLE BUSINESS PROFILE

- Google Business Profile claimed and verified

HIGH

This is the single most important step for local SEO: do this first

- Business name, address, phone (NAP) accurate and matching your website exactly

HIGH

- Correct primary business category selected

HIGH

- Additional categories added (up to 9 relevant secondary categories)

- Business hours accurate including holidays

HIGH

- Business description written with natural keyword usage (750 char max)

HIGH

- 20+ high-quality photos uploaded (exterior, interior, team, products)

HIGH

- Services/products listed with descriptions and prices

- Google Posts published weekly (offers, updates, events)

- Questions & Answers section populated with common questions

REVIEWS

- Actively requesting reviews from customers (direct link to review page)

HIGH

- Responding to all reviews: positive and negative: within 24-48 hours

HIGH

- Minimum 10+ Google reviews; target 50+ for competitive markets

HIGH

CITATIONS

- NAP consistent across all directories: Yelp, Facebook, Apple Maps, Bing
HIGH
- Listed in top industry directories (TripAdvisor, Healthgrades, Houzz, etc.)
- Yelp profile complete with photos and business description

WEBSITE

- Website has dedicated location/contact page with full NAP in text (not image)
HIGH
- LocalBusiness schema markup on homepage and contact page
HIGH
- Google Maps embed on contact page
- City/neighborhood name naturally included in page titles and H1 tags
HIGH
- Location pages created for each service area (if multi-location)
- Mobile-optimized site with click-to-call phone number
HIGH

CONTENT

- Blog content targeting local keywords ('best plumber in [city]', '[city] HVAC tips')

MONITORING

- Track local keyword rankings monthly
- Monitor Google Business Profile insights: views, clicks, calls per month