

Local SEO Checklist

35 checks in six groups. Start with your Google Business Profile.

alstonantony.com/resources/

Google Business Profile

- ☐ Primary category is the most specific accurate match, not a broad catch-all
 - ☐ Business name matches your real-world name exactly, no keyword stuffing
 - ☐ Address is complete and matches your website and all directories exactly
 - ☐ Phone number is a local number and matches everywhere else
 - ☐ Hours are current, including holiday hours
 - ☐ Business description uses all 750 characters and mentions your services naturally
 - ☐ Attributes are filled in, payment methods, accessibility, service options
 - ☐ At least 10 photos uploaded, updated within the last 3 months

Citations and directories

- ☐ NAP is identical across Google, Bing Places, Apple Maps and Yelp
 - ☐ Listed in the 2 to 3 industry-specific directories for your sector
 - ☐ No duplicate listings on any directory
 - ☐ Old addresses or phone numbers removed from every directory
 - ☐ Consistent use of suite numbers, abbreviations and formatting everywhere

Reviews and reputation

- ☐ A direct link to your Google review form exists and is easy to share
 - ☐ Reviews are requested after service delivery, not at the point of sale
 - ☐ Every review, positive or negative, gets a response within 48 hours
 - ☐ Review velocity is steady, not zero for months then ten in a week
 - ☐ No incentivised reviews, they violate Google policy and get removed

On-site local signals

- ☐ NAP appears on every page, footer is fine
 - ☐ A dedicated contact page exists with an embedded Google Map
 - ☐ LocalBusiness schema is present with the same NAP as the Google Business Profile
 - ☐ Location pages for each service area are unique
 - ☐ The site mentions specific local areas with local keywords

Local content

- ☐ Service pages mention the areas you serve
 - ☐ Case studies or testimonials name local areas
 - ☐ Blog or news content references local areas
 - ☐ Images are geotagged or contain local keywords

Tracking and reporting

- ☐ GBP Insights checked monthly for search queries and customer actions
 - ☐ Local pack positions tracked for your top 5 keywords
 - ☐ Call tracking in place if phone is the primary conversion
 - ☐ Direction requests and website clicks tracked from GBP

Free checklist from alstonantony.com. For the interactive version with saved progress, visit the [resources page](#).