

Local SEO Checklist

13 tasks that get a local business into the Google Maps pack and the local search results. Each one takes an afternoon or less.

Work through one task a day, in order. The first two set up your Google Business Profile, which everything else builds on. Tick each step as you finish it.

01 Claim and verify your Google Business Profile

A verified profile is what lets you appear in the Google Maps pack at all.

- ☐ Sign in at business.google.com with your business email
- ☐ Search for your business and claim it, or add it if it's missing
- ☐ Pick the primary category that matches your main service
- ☐ Verify by postcard, phone, email or video, whichever Google offers

Tip: Your primary category has the biggest effect on which searches you show up for.

02 Complete every field of your profile

Complete profiles rank better and give searchers what they need to call you.

- ☐ Add opening hours, address, phone number and website
- ☐ Upload at least three photos: storefront, team and your work
- ☐ Write a description that names your main services and the areas you serve
- ☐ List every service, each in the right category

Tip: Use the same business name, address and phone number everywhere. Google compares them.

03 Research 10 local keywords

Local keywords show what customers type when they're ready to hire someone.

- ☐ Combine each service with each place you serve, e.g. "plumber in Brooklyn"
- ☐ Check search volume in a keyword tool such as Ahrefs or Google Keyword Planner
- ☐ Pick 10 keywords with real volume and competition you can beat
- ☐ Save them in a sheet: keyword, service, location, volume

Tip: "Near me" searches count too. They're answered by your profile and your location pages.

04

Create a landing page for each keyword

A page per service and location is how you rank outside your own street.

- ☐ Create one page per keyword, e.g. "HVAC repair in Denver"
- ☐ Write content about that service in that place, with local details
- ☐ Show your business name, address and phone number on every page
- ☐ End each page with one clear call to action

Tip: On WordPress, LPagery creates these pages from one template and a spreadsheet: lpagery.io/bulk-page-generator

05

Fix one inconsistent listing

Mismatched details across directories make Google trust your profile less.

- ☐ Pick one directory, such as Yelp, Yellow Pages or Apple Maps
- ☐ Compare name, address and phone number with your Google Business Profile
- ☐ Correct anything that doesn't match exactly
- ☐ Note the directory in your sheet and check the next one next week

Tip: Old addresses and old phone numbers are the most common mismatch.

06

Add your business to one new directory

Each accurate listing is another place customers and Google can find you.

- ☐ Choose a directory your customers use, ideally one for your industry
- ☐ Enter name, address, phone number and website exactly as on Google
- ☐ Add a short description with your services and area
- ☐ Save the login details in your sheet

Tip: One directory your customers really use is worth more than ten they never visit.

07

Set up a review request routine

Recent reviews are one of the strongest local ranking signals you control.

- ☐ Copy your review link from your Google Business Profile
- ☐ Write a short email or text that asks for a review and includes the link
- ☐ Send it to five recent customers
- ☐ Follow up once after a few days

Tip: Ask right after the job is done, while the customer is still happy.

08

Reply to five reviews

Replies show customers and Google that the business is active and cares.

- ☐ Open the reviews in your Google Business Profile
- ☐ Thank positive reviewers and mention something specific from their review
- ☐ Answer negative reviews politely and offer a way to fix the problem
- ☐ Keep each reply short and sign it with your name

Tip: Reply to new reviews within two days.

09

Improve the title and meta description of one page

A clear title with your service and city gets more clicks from local searches.

- ☐ Pick your homepage or your most important service page
- ☐ Put the service and city in the title, e.g. "Plumber in Austin | 24/7 Repairs"
- ☐ Keep the title under 60 characters and the description under 160
- ☐ Make sure the page has one H1 that names the service and location

Tip: End the description with a reason to call, such as same-day appointments.

10

Speed up one page

Slow pages lose visitors, and most local searches happen on phones.

- ☐ Test the page in Google PageSpeed Insights (pagespeed.web.dev)
- ☐ Compress large images and serve them at the size they're shown
- ☐ Remove plugins and scripts the page doesn't need
- ☐ Turn on caching, and a CDN if your host offers one

Tip: Start with the page that gets the most visitors.

11

Add LocalBusiness schema to one page

Schema tells Google your name, address, hours and services in a format it reads directly.

- ☐ Generate LocalBusiness markup with a schema generator
- ☐ Include name, address, phone number, opening hours and website
- ☐ Add the code to your homepage or contact page
- ☐ Check it with Google's Rich Results Test (search.google.com/test/rich-results)

Tip: Most WordPress SEO plugins can add LocalBusiness schema without code.

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Earn one local backlink

Links from local sites tell Google you're part of the community you serve.

- ☐ List local sites that fit: news, associations, suppliers, partners, events
- ☐ Offer something useful: a guest article, a sponsorship or a partnership
- ☐ Make sure the link points to your site, ideally to a relevant page
- ☐ Track it in your sheet

Tip: Chambers of commerce and local associations often link to their members.

13

Publish one post about a local event

Local content connects your site to the place you work.

- ☐ Pick an event nearby: a festival, a charity run, a market
- ☐ Write about it and how your business is involved
- ☐ Mention the location naturally and link to your related service page
- ☐ Share the post on your social profiles and your Google Business Profile

Tip: If you sponsor an event, ask the organiser to link to your post.

Every month after that

- ☐ Ask five customers for a review
- ☐ Reply to every new review
- ☐ Post an update or photo on your Google Business Profile
- ☐ Check one more directory listing
- ☐ Check where you rank on Google Maps for your main keywords

The full guide with examples: lpagery.io/blog/local-seo-checklist · See where you rank on Google Maps: lpagery.io/google-maps-rank-checker