Local SEO Checklist

Printable self-audit for local visibility, citations, reviews, and lead capture.
Use it per location for the clearest diagnosis.

Google Business Profile

Your Google Maps listing. These checks impact Map Pack visibility and conversion directly.

- [ ] Primary category matches your core service (avoid broad catch-all categories).
- [ ] Services / products reflect real offerings (no keyword lists).
- [ ] Name, phone, hours, website URL, and service areas are accurate.
- [ ] Address rules are correct (storefront vs service-area business).
- [ ] Photos are current (team, jobs, storefront, before/after where relevant).
- [ ] Description reads naturally and matches what you actually do.
- [ ] Q&A is answered; duplicates or wrong listings are addressed.
- [ ] Posts/offers cadence exists (even light) to show freshness.
- [ ] Website link uses UTM tracking (optional) so leads can be measured.

Website (local pages + on-page SEO)

Your site confirms relevance, supports conversion, and helps you own organic "service + city" intent.

- [ ] Each location has a useful page with clear NAP (not a copy-paste template).
- [ ] Service pages explain what you do, who it's for, and where you serve.
- [ ] Internal links connect services and locations in a logical structure.
- [ ] Calls-to-action are visible (call, form, booking) and tracking is in place.
- [ ] LocalBusiness schema is present and consistent with real business data.
- [ ] Pages are indexable (no accidental noindex, blocked resources, or broken canonicals).
- [ ] Mobile usability and speed are good enough for lead capture.
- [ ] Proof blocks exist: photos, reviews, process, and service details per location.

Citations & NAP consistency

Clean data reduces confusion and helps search engines connect your entity across the web.

- [ ] One "source of truth" document exists for NAP, hours, categories, and URLs.
- [ ] Top citations match the source of truth (no old phone numbers/addresses).
- [ ] Duplicate listings are identified and removed/merged.
- [ ] Directories used are relevant (avoid mass low-quality submissions).
- [ ] Ownership / access is stored (logins, claim status, notes).

Reviews & trust

Reviews are both a ranking signal (prominence) and a conversion asset.

- [ ] A review acquisition flow exists (SMS/email/QR) and follows platform policies.
- [ ] You respond to reviews (positive and negative) with a consistent brand voice.
- [ ] Recent reviews show activity (freshness) and mention services naturally.
- [ ] Review links are easy to find for staff and customers (low friction).
- [ ] Reviews and testimonials are used on key pages to improve conversions.

Local SEO Checklist

Keep your local SEO predictable: ship measurable improvements, track impact, and repeat with clear guardrails.

Local authority (links & mentions)

Authority helps your priority locations win competitive categories without spam.

- ☐ Links/mentions point to the right pages (priority locations and services).
- ☐ Anchor text is varied and natural (avoid repeated exact-match anchors).
- ☐ Placements are relevant: local publications, associations, partners, niche resources.
- ☐ A link ledger exists (URL, target page, notes) for proof-of-work.
- ☐ Link building pace looks natural and supports long-term stability.

Tracking & reporting

If you cannot answer "what shipped and what changed?", you cannot improve reliably.

- ☐ Search Console is set up and filtered per location/service where possible.
- ☐ Business Profile actions are tracked (calls, website clicks, directions).
- ☐ Lead tracking is connected to key pages (forms/bookings/calls).
- ☐ Rank tracking is meaningful (grid where needed, not vanity keywords only).
- ☐ Monthly reporting includes: what shipped, what moved, and what's next.

Notes / actions for your team

Mark what is already true, then prioritize the items that block indexing, relevance, or trust.

Next step

Want a professional review? Rankuity provides local SEO audits, Business Profile optimization, citation cleanup, and safe local link building.

Learn more: rankuity.com/local-seo-agency/