

Local SEO & Google Business Profile Checklist

A focused deep-dive on local search, beyond the basics covered in the general SEO checklist.

Google Business Profile Basics

- ☐ Profile claimed and verified
- ☐ Business name, address, and phone number exactly consistent with your website
- ☐ Correct business category selected
- ☐ Hours of operation kept current, including holidays
- ☐ Service area defined accurately, if applicable

Photos & Content

- ☐ Recent, real photos of the business, team, or work
- ☐ Regular posts or updates, not a profile left untouched for months

Reviews

- ☐ A consistent process for asking satisfied customers to leave a review
- ☐ Every review, positive or negative, gets a thoughtful response
- ☐ Negative reviews handled professionally, not defensively

Citations & Consistency

- ☐ Business name, address, and phone consistent across other directories
- ☐ Inconsistent old listings updated or removed where possible

On-Site Local Signals

- ☐ Location or service area mentioned naturally in website copy
- ☐ A dedicated page for each location or service area, if you serve more than one

Ongoing

- ☐ Profile checked monthly for accuracy
- ☐ Insights/analytics reviewed to see what's actually driving calls or visits