Local SEO Strategy Checklist

LOCAL SEO CHECKLIST

Claim and verify the Google Business Profile, choose accurate primary and secondary categories, set real hours and service areas, and complete photos, services, and contact details. Make the business name, address, and phone consistent where the business is legitimately listed. Create a page for each real service and location combination with unique local proof, pricing context, and contact path; do not mass-produce near-duplicate city pages. Ask customers for honest reviews without incentives that violate platform rules, reply helpfully, and track calls, direction requests, and leads alongside rankings.

AUDIENCE / PROJECT

FIRST ACTION

EVIDENCE OR SOURCE TO VERIFY

OWNER AND DUE DATE

RESULT TO REVIEW
