

LOCAL SEO QUICK CHECKLIST

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1. Google My Business (GMB)
 - Complete business name, category, description
 - Add service areas & business hours
 - Upload 10+ geotagged images
 - Add products, services & booking links

2. NAP Consistency
 - Business name matches everywhere
 - Phone number matches everywhere
 - Address matches Google Maps
 - Website URL correct across all directories

3. Local Citations
 - Submit to 50+ top directories
 - Use identical NAP format
 - Remove duplicates or inconsistent listings

4. Reviews & Engagement
 - Generate 5–10 new reviews monthly
 - Reply to every review
 - Ask customers to use service keywords
 - Embed review widget on your website

5. Local Landing Pages
 - Create pages for each service area
 - Include map embed + directions
 - Add local trust signals and FAQs

6. Google Maps Ranking
 - Optimize categories & labels
 - Add Q&A; using customer language
 - Post weekly GMB updates
 - Track rankings with tools

7. Technical SEO Basics
 - Improve page speed
 - Use schema markup
 - Fix crawl/index errors
 - Create internal links to service pages

8. Competitor Analysis
 - Identify top 3 local competitors
 - Audit their GMB, reviews, and backlinks
 - Observe their posting frequency