

The Local SEO Checklist

25 FIXES THAT HELP SMALL BUSINESSES GET FOUND ON GOOGLE AND MAPS

Work through one section a week. Tick each item once it's true for your business. Most of these are free and take under an hour.

Google Business Profile

- ☐ 01 Your business name matches your real-world signage (no extra keywords).
- ☐ 02 The primary category is the most specific one that fits what you do.
- ☐ 03 Every service you offer is listed, with a short description.
- ☐ 04 Hours, holiday hours, phone and website link are correct.
- ☐ 05 At least 10 real photos: your team, your work, your vehicles or premises.

Reviews

- ☐ 06 You ask every happy customer, at the moment the job is done.
- ☐ 07 You use a direct review link (short link or QR code), not "search for us".
- ☐ 08 You reply to every review, good or bad, within a few days.
- ☐ 09 You never offer rewards for reviews or only ask people you expect to be happy.
- ☐ 10 Your best reviews are quoted (with permission) on your website.

Your website

- ☐ 11 Each main service has its own page, not one "Services" page.
- ☐ 12 Each page answers what, who, where, how long and roughly how much.
- ☐ 13 Your phone number is tappable on mobile and visible without scrolling.
- ☐ 14 Pages load in under about 3 seconds on a phone.

- ☐ 15 Name, address and phone are identical to your Business Profile.
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Technical basics

- ☐ 16 The site uses HTTPS and one version (with or without www) redirects to the other.
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- ☐ 17 Google Search Console is set up and your sitemap is submitted.
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- ☐ 18 No important page is set to “noindex” by mistake.
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- ☐ 19 Each page has a unique title (about 30–60 characters) and one H1.
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- ☐ 20 Old URLs from past redesigns redirect (301) to the right new page.
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Trust & tracking

- ☐ 21 An About page with real people, photos and credentials.
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- ☐ 22 Your business is listed consistently on the main directories in your industry.
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- ☐ 23 Calls and form fills are tracked as conversions in Google Analytics.
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- ☐ 24 You know what one new customer is worth, so you can judge marketing spend.
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- ☐ 25 You check Search Console once a month: clicks, top queries, and any errors.
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