

Local SEO checklist

A practical self-review for local business owners. No email required.

- ☐ **BUSINESS PROFILE**
Confirm ownership and authorised access to the correct profile.
- ☐ **REAL-WORLD DETAILS**
Check your business name, phone, hours and relevant address or service area.
- ☐ **CATEGORIES & SERVICES**
Choose categories and list services that accurately describe the business.
- ☐ **CUSTOMER JOURNEY**
Open the website link, call button and any booking link on a mobile phone.
- ☐ **PHOTOS**
Use recent, relevant photos of the real business, services and team.
- ☐ **REVIEWS**
Request honest feedback without incentives; reply helpfully and protect privacy.
- ☐ **SERVICE PAGES**
Give each main service a clear explanation and an obvious way to enquire.
- ☐ **LOCAL RELEVANCE**
Describe the areas you really serve. Avoid pages that only swap place names.
- ☐ **WEBSITE ACCESS**
Check important pages load, work on mobile and are available for indexing.
- ☐ **CONSISTENT CONTACTS**
Check important business listings show current contact information.
- ☐ **MEASUREMENT**
Record the reporting dates and distinguish clicks from qualified enquiries.
- ☐ **NEXT PRIORITIES**
Choose the three most useful fixes, with an owner and a review date.

A checked box is not a Google ranking score or a promise of leads.

Turn checks into action

Keep a short record so the next review is useful.

Business / website: _____

Profile link: _____

Reviewed by / date: _____

Your next three priorities

1. What needs to change?

Owner: _____ Review date: _____

2. What needs to change?

Owner: _____ Review date: _____

3. What needs to change?

Owner: _____ Review date: _____

Read the official guidance

Local ranking guidance

<https://support.google.com/business/answer/7091>

Review requests and incentives

<https://support.google.com/business/answer/3474122>

Business Profile performance metrics

<https://support.google.com/business/answer/9918094>