

LOCAL SEO CHECKLIST

8 Proven Steps to Win Google Maps & Local Search



Tracking & Insights Setup

- Launch local-ready website
- Connect Google Search Console
- Connect Bing Webmaster Tools
- Install GA4
- Do local keyword research
- Set up rank tracking

Supercharge Your Google Business Profile

- Claim & verify GBP
- Choose right categories
- Write keyword-rich description
- Add accurate NAP details
- Upload fresh photos & videos
- Add services, products & Q&As
- Post weekly updates
- Audit GBP regularly

Optimise Your Website for Local WIns

- Run a local SEO audit
- Optimise homepage for city + service
- Create location & service pages
- Refine metadata & URLs
- Add NAP across every page
- Add LocalBusiness & review schema
- Fix speed & Core Web Vitals

Strengthen Your Online Listings

- Audit NAP consistency
- Claim key directory listings
- Remove duplicates/errors
- Add new niche/local citations
- Review competitor citations

Build Trust with Reviews

- Set up review profiles on Google & niche sites
- Create a review request process
- Reply to every review
- Monitor reviews & flag fakes
- Track review growth & sentiment

Boost Local Authority with Backlinks

- Run backlink audit
- Clean toxic links
- Replicate competitor links
- Pitch to local media & blogs
- Sponsor events/charities
- Partner with local businesses

Keep Optimising & Adapting

- Monthly mini-audits
- Track rankings & calls/leads
- Adjust based on analytics

Pro Moves for 2025 Growth

- Mobile-first UX (sticky call button)
- Optimise for “near me” & voice searches
- Add FAQ schema + People Also Ask content
- Fix 404s & refine sitemap/robots.txt
- Publish local guides & seasonal content
- Showcase case studies & directions
- Use Local Inventory Ads (if eCom)
- Add GDPR + accessibility compliance
- Track AI Overview & map pack rankings