

Local SEO Checklist for Service Businesses

Boost your visibility in “**near me**” searches and bring more local families, students, and members to your doorstep.





Hello and Welcome!

When we talk about Local SEO, it's not just a 'nice-to-have'—it's a must-have.

Whether you're running a year-round studio, a seasonal program, a kids' summer camp, or a fitness class schedule, showing up online—at the right time and in the right way—can mean the difference between empty slots and fully booked sessions.

This checklist walks you through smart, proven tactics to boost your local visibility, show up in the searches that matter, and turn online lookers into loyal customers.

Let's help your community find you, book you, and trust you—right where YOU are. 📍

LOCAL SEO Checklist!



- Check off each task as you complete it
- Use the notes sections to jot down ideas, action items, or tools you're using
- Revisit regularly to track progress or update info as your business grows

1. Google Business Profile (GBP) Optimization

☐ Claim and verify your Google Business Profile

Notes: _____

☐ Use your **exact business name** (no keyword stuffing)

Notes: _____

☐ Add **accurate address, phone number, business hours**

Notes: _____

☐ Select the **right primary and secondary categories** (e.g., “Children’s Activity Center”, “Yoga Studio”, “Recreation Center”)

Notes: _____

☐ Write a keyword-rich **business description**

Notes: _____

☐ Upload **high-quality photos** (interiors, classes, events, team)

Notes: _____

☐ Enable and respond to **Google Reviews**

Notes: _____

2. Local Listings and Directories

☐ Ensure consistent NAP (Name, Address, Phone) across all platforms

Notes: _____

☐ List your business on:

- Apple Maps
- Yelp
- Bing Places
- Facebook Business Page
- YellowPages / [Local.com](#)
- Any Other, Pls Note:

3. On-Page SEO (Website)

- ☐ Add local keywords in page titles and headers (e.g., “Dance Classes in Westfield”)

Notes: _____

- ☐ Create **location-specific landing pages** (if you have multiple locations)

Notes: _____

- ☐ Embed a **Google Map** on your Contact page

Notes: _____

- ☐ Use **schema markup** for Local Business (optional but powerful)

Notes: _____

4. Content That Ranks Locally

- ☐ Create blog posts targeting local interests (e.g., “Best Summer Camps in Medina, OH”)

Notes: _____

- ☐ Write about community events, seasonal programs, or customer stories

Notes: _____

- ☐ Share your blog content across social and newsletters to increase visibility

Notes: _____

★ 5. Reviews & Reputation

☐ Ask happy clients to leave Google Reviews

Notes:_____

☐ Respond to every review (positive or negative) professionally

Notes:_____

☐ Share standout reviews on social media or your website

Notes:_____

6. Mobile-Friendly Experience

☐ Ensure your website loads fast on mobile

Notes: _____

☐ Make it easy to book a class or call directly from your site

Notes: _____

☐ Add clickable CTAs like “Book a Trial” or “Join a Camp”

Notes: _____

7. Track Your Performance

☐ Set up Google Analytics and Google Search Console

Notes: _____

☐ Monitor the following-

- Top local keywords


Notes: _____

- Clicks and impressions

Notes: _____

- Google Business Profile insights (views, calls, direction requests)

Notes: _____

 **Bonus Tip:** A booking site helps your local SEO by making it easy for people to book, stay on your site longer, and trust your business more.

Thank you!

Thanks for taking the time to work through this Local SEO Checklist.

Every step you take brings your business closer to the families, members, and community who need what you offer.

We're cheering you on as you grow stronger, get found faster, and continue doing what you do best.



Do You Need More Help?

[Schedule a Call](#)

Here's to being seen—and fully booked! ❤️

– Team Omnify

