

Local Business SEO Checklist

Print, share, or use to audit a profile. Everything that moves rankings, nothing that doesn't.

FOUNDATION

- NAP consistency: same business name, address, phone format everywhere
- One website URL, used everywhere
- Website has location in footer and on contact page
- Primary keyword chosen (service + city / neighborhood / near me / specific strength)

PHOTOS (10+ MINIMUM)

- 3–5 exterior shots (storefront, signage, street view)
- 3–5 interior shots (customer view, well-lit)
- 5–10 work or product photos
- 2–3 team photos, real not stock
- 1 owner photo
- Cover photo 1080×608, logo 720×720

COMPANION PROFILES (~30 MIN ONE-TIME)

- Bing Places (one-click GBP import)
- Apple Business Connect (instant Apple ID verify)
- Facebook Business Page
- Yelp Business

GOOGLE BUSINESS PROFILE — SETUP

- Profile claimed at google.com/business
- Verified (postcard / phone / email / video)
- Real legal business name, no keyword stuffing
- Most specific primary category
- Up to 9 relevant secondary categories
- Full description (750 chars, natural language, no links or phone)
- Relevant attributes checked (wifi, accessible, pet-friendly, etc.)

WEEKLY HABIT (15 MIN)

- One new post (update / offer / event)
- 2–4 new photos per month
- Reply to every review and Q&A within 48 hours
- Seed 3–5 own Q&A pairs (one-time)