

Local SEO Quick-Win Checklist

Nine tactics for small businesses beyond the basics. Each with realistic timing, expected lift, and priority. Print, share, or use to audit a profile.

HIGH PRIORITY — START HERE

- 1. Review velocity over count**
One review per week, every week. 2–6 weeks · local pack up 2–5 positions
- 2. FAQ from Search Console queries**
Top 10 question queries → page FAQ. 4–8 weeks · +15–30% impressions
- 3. Add 9 secondary GBP categories**
Each one is a new query door. 1–3 weeks · +10–25% profile views
- 9. AI-ready FAQ format**
Natural question + direct answer in sentence 1, plain HTML. 4–8 weeks · AI citations appear

MEDIUM PRIORITY — WEEK 2–3

- 6. Mark every GBP attribute that applies**
Wifi, accessibility, pet-friendly, etc. 1–2 weeks · +5–15% profile views
- 7. Mid-paragraph internal links**
Contextual, descriptive anchor text. 4–8 weeks · +5–15% page rankings

LONG-TERM — COMPOUNDS OVER MONTHS

- 4. "Guide to choosing the best [service] in [city]"**
One buyer-education guide, comparison framework. 3–6 months · 200–800 visits/mo
- 8. One page per neighborhood served**
Unique content, embedded map, local testimonial. 3–6 months · 100–400 visits/mo each

LOW PRIORITY — DO WHEN FOUNDATION IS SOLID

- 5. Rename image files before upload**
service-city.jpg, not IMG_4827.jpg. 2–4 months · 50–300 visits/mo from image search

MISTAKES THAT CANCEL THESE TIPS

- Keyword stuffing in business name
- Review gating (asking only happy customers)
- Wrong GBP secondary categories
- Neighborhood pages with duplicate content
- JavaScript-loaded accordion FAQ answers

BASELINE ASSUMED

Lift ranges calibrated for a small business site with 50–200 monthly GBP profile views and 20–100 monthly organic clicks. Stronger baseline or less competition can do better. Dense markets do less.