

The Complete Local SEO Checklist

Your Step-by-Step Guide to Dominating Local Search

From Mainstay Automation | Future-Proof Your Business

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Quick Start: Your First 5 Actions

Complete these critical tasks within 2 weeks for immediate impact:

- ☐ **Claim your Google Business Profile** at business.google.com
 - ☐ **Ensure NAP consistency** - Name, Address, Phone must match everywhere
 - ☐ **Collect 5-10 customer reviews** from recent happy clients
 - ☐ **Add location keywords** to your website homepage
 - ☐ **Create service area pages** for each city you serve
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Phase 1: Google Business Profile Setup

Initial Setup (Week 1)

- ☐ Claim and verify your listing at business.google.com
- ☐ Complete every available field - 100% completion improves ranking
- ☐ Add accurate business hours including holidays
- ☐ Select primary business category (be specific)
- ☐ Write compelling business description (750 characters max)
- ☐ Upload 20+ high-quality photos:
 - Exterior/interior shots
 - Team photos
 - Equipment/vehicles
 - Before/after work samples
 - ☐ Add company logo in correct dimensions
 - ☐ List all services with descriptions
 - ☐ Enable appointment booking if applicable
 - ☐ Add attributes (wheelchair accessible, free estimates, etc.)

Optimization (Week 2)

- ☐ Enable messaging for customer inquiries
- ☐ Create weekly Google Posts about:
 - Special offers
 - Company updates
 - Tips and advice

- Event participation
 - ☐ Build Q&A section with common questions
 - ☐ Add products/services with pricing where possible
 - ☐ Connect social media profiles
 - ☐ Verify service areas are accurate
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Phase 2: Local Citations & Listings

Core Directories (Week 3)

- ☐ **Bing Places for Business** - bingplaces.com
- ☐ **Apple Maps Connect** - mapsconnect.apple.com
- ☐ **Facebook Business Page** - facebook.com/business
- ☐ **Yelp for Business** - biz.yelp.com
- ☐ **Better Business Bureau** - bbb.org
- ☐ **YellowPages** - yellowpages.com

Industry-Specific Directories (Week 4)

- ☐ **Legal:** Avvo, Justia, FindLaw
- ☐ **Medical:** Healthgrades, WebMD, Vitals
- ☐ **Home Services:** Angie's List, HomeAdvisor, Thumbtack
- ☐ **Automotive:** Cars.com, AutoTrader
- ☐ **Fitness:** ClassPass, Mindbody

Local Directories

- ☐ Chamber of Commerce website
- ☐ City/County business directory
- ☐ Professional associations
- ☐ Nextdoor neighborhood app
- ☐ Local newspaper directory

Citation Consistency Check

- ☐ Business name identical everywhere
 - ☐ Address format standardized
 - ☐ Phone number consistent
 - ☐ Website URL matches
 - ☐ Business hours synchronized
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Phase 3: Review Management Strategy

Review Acquisition (Ongoing)

- ☐ Ask for reviews immediately after service completion
- ☐ Send follow-up email with direct review link (24-48 hours)
- ☐ Add review request to invoices/receipts

- ☐ Create QR code for easy mobile reviews
- ☐ Train staff on review request protocol
- ☐ Set monthly review goals

Review Response Protocol

- ☐ Respond to ALL reviews within 48 hours
 - ☐ Thank customers for positive reviews
 - ☐ Address negative reviews professionally:
 - Acknowledge the issue
 - Apologize if warranted
 - Offer offline resolution
 - Never argue publicly
 - ☐ Include location/service keywords naturally
 - ☐ Monitor review velocity trends
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Phase 4: Website Local Optimization

On-Page SEO (Week 5-6)

- ☐ Homepage title: "[Service] in [City] | [Business Name]"
- ☐ Meta descriptions include city + service
- ☐ H1 headers contain location keywords
- ☐ Create location-specific service pages
- ☐ Add city names to image alt text
- ☐ Include local phone number in header
- ☐ Display address in footer site-wide

Technical Requirements

- ☐ Mobile-responsive design (test on multiple devices)
- ☐ Page load speed under 3 seconds
- ☐ SSL certificate installed (https://)
- ☐ Schema markup implemented:
 - LocalBusiness
 - Service areas
 - Reviews
 - Opening hours
 - ☐ XML sitemap submitted to Google
 - ☐ Google Analytics configured
 - ☐ Search Console verified

Location Pages Template

- ☐ Unique content for each location (300+ words)
- ☐ Embedded Google Map

- ☐ Local phone number
 - ☐ Specific service areas
 - ☐ Customer testimonials from that area
 - ☐ Local staff information
 - ☐ Parking/accessibility details
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Phase 5: Content Marketing Plan

Local Content Topics (Week 7-8)

- ☐ "[Service] in [City]: Complete Guide"
- ☐ "Common [Industry] Issues in [City]"
- ☐ Local event participation posts
- ☐ Seasonal service reminders
- ☐ Community involvement stories
- ☐ Local partnership announcements
- ☐ Area-specific case studies

Content Distribution

- ☐ Publish on website blog
 - ☐ Share as Google Posts
 - ☐ Distribute on social media
 - ☐ Email to customer list
 - ☐ Submit to local media
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Phase 6: Competitive Analysis

Competitor Research (Week 9)

- ☐ Identify top 5 local competitors
 - ☐ Analyze their Google Business Profiles
 - ☐ Review their citation sources
 - ☐ Study their content strategy
 - ☐ Compare review counts/ratings
 - ☐ Identify keyword gaps
 - ☐ Find untapped directories
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Phase 7: Tracking & Monitoring

Key Metrics to Track

- ☐ Google Business Profile insights:
 - Search views
 - Map views
 - Website clicks

- Phone calls
- Direction requests
 - ☐ Local pack rankings for target keywords
 - ☐ Organic traffic from local searches
 - ☐ Review growth rate
 - ☐ Citation accuracy score
 - ☐ Conversion rate from local traffic

Monthly Tasks

- ☐ Post 8-12 Google Business updates
 - ☐ Respond to all new reviews
 - ☐ Verify citation accuracy
 - ☐ Publish 2-4 local blog posts
 - ☐ Update seasonal information
 - ☐ Add fresh photos
 - ☐ Check competitor changes
 - ☐ Review analytics data
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Common Mistakes to Avoid

- ✗ Inconsistent NAP information
 - ✗ Ignoring negative reviews
 - ✗ Keyword stuffing
 - ✗ Fake review schemes
 - ✗ Inactive Google Business Profile
 - ✗ Generic, non-local content
 - ✗ Slow, non-mobile website
 - ✗ Missing location pages
 - ✗ Not tracking results
 - ✗ Expecting instant results
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90-Day Action Timeline

Days 1-30: Foundation

- Week 1: Google Business Profile setup
- Week 2: Profile optimization
- Week 3: Core directory listings
- Week 4: Industry directories

Days 31-60: Expansion

- Week 5-6: Website optimization
- Week 7-8: Content creation

Days 61-90: Refinement

- Week 9-10: Competitive analysis
 - Week 11-12: Advanced optimization
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Need Professional Help?

Consider expert assistance if you:

- Lack time for consistent implementation
 - Need technical website work
 - Face heavy competition
 - Haven't seen results after 6 months
 - Manage multiple locations
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This checklist provides a comprehensive roadmap for improving your local search visibility. Consistent implementation of these strategies typically shows results within 3-6 months.