

Local SEO Checklist for Small Business

swaydigital.co.uk/insights/local-seo-checklist-for-small-business

Work through these four sections in order. Google Business Profile carries the most ranking weight on its own, so start there before moving on to citations, on-page signals and reviews.

1 Google Business Profile

- ☐ Claim and verify your listing
business.google.com, via postcard, phone, email or video
- ☐ Use your exact legal business name
no keywords stuffed in - this can trigger a suspension
- ☐ Choose the most specific primary category available
then add relevant secondary categories
- ☐ Complete every field
hours, services, attributes, opening date, booking URL
- ☐ Use a local phone number
not a national or toll-free line
- ☐ Write a description that naturally covers your services and area
- ☐ Upload genuine, recent photos
exterior, interior, team and completed work - not stock images
- ☐ Post an update at least weekly

2 NAP Consistency & Citations

- ☐ Search your business name plus your city
check every result on the first two pages
- ☐ Confirm Name, Address and Phone match exactly everywhere
including abbreviations, e.g. "Street" vs "St."
- ☐ Update Google Business Profile, Apple Maps, Bing Places and Facebook first
highest authority, fix these before smaller directories
- ☐ Work down to industry-specific and local directories
- ☐ Remove or update any duplicate or outdated listings

3 On-Page SEO & Schema Markup

- ☐ Add LocalBusiness schema markup
name, address, geo-coordinates, hours, price range
- ☐ Build one dedicated page per service and location combination
not one page trying to cover everything
- ☐ Include an H1 with the service and city named directly
- ☐ Write unique content per page
500+ words minimum, not a template with the city swapped
- ☐ Add a clear call to action and phone number on every page

4 Reviews

- ☐ Set up a direct review link or QR code
send customers straight to the review form
- ☐ Ask every satisfied customer directly
don't rely on customers finding you unprompted
- ☐ Respond to every review within a couple of days
positive and negative - slow responses read as a red flag
- ☐ Monitor review sentiment, not just star rating
AI tools reading reviews weigh sentiment, not only the score

5 Tracking

- ☐ Check Google Business Profile insights monthly
calls, direction requests, website clicks, bookings
- ☐ Filter Google Search Console for queries containing your city or service area
- ☐ Review progress monthly for the first quarter, then quarterly

Want this done for you?

Book a free 30-minute strategy call and we'll review your current local SEO setup with you.

calendly.com/digital-marketing-strategy-call/new-meeting