WEBFACTORY MEDIA

Local SEO Checklist: 23 Steps That Are in Your Hands

Make it easy for nearby customers to find, trust and call you.

Local search rewards businesses that are clear, consistent and trusted. No one can promise a ranking. This list covers the work that is in your hands.

GOOGLE BUSINESS PROFILE

- [ ] My profile is claimed and verified.
- [ ] Business name matches my real name on the sign and the website.
- [ ] I picked the most accurate main category, and added only true extras.
- [ ] Hours, phone, website and service areas are correct.
- [ ] I added real photos and update them often.
- [ ] I list my services and describe them in plain words.

CONSISTENT DETAILS

- [ ] My name, address and phone are the same everywhere online.
- [ ] I fixed or removed old addresses and old phone numbers.
- [ ] I am listed on the main directories for my trade and area.
- [ ] My website footer shows my name, address and phone.

REVIEWS

- [ ] I ask every customer for a review, the same day.
- [ ] I send a direct review link by text or email.
- [ ] I reply to every review, good or bad, in a calm voice.
- [ ] I never buy reviews or offer rewards for them.

WEBSITE PAGES

- [ ] Each main service has its own page.
- [ ] Each town I want work in has a useful page, not copied text.
- [ ] Page titles name the service and the place.
- [ ] Pages show real photos, reviews and a clear phone number.
- [ ] The site is fast and easy to use on a phone.

KEEP IT GOING

- [ ] I publish helpful posts that answer real customer questions.
- [ ] I earn links from local groups, suppliers and chambers.
- [ ] I check Search Console each month for what people searched.
- [ ] I track calls and form leads, not just visits.

Bring your blank boxes to a call.

Boxes I left blank: _____

We will go through your answers, name the gaps worth fixing first, and tell you plainly what you can do yourself.

Want the full picture? Read the **Local SEO for Small Business** at webfactorymedia.com/local-seo-for-small-business/

Book your strategy call **webfactorymedia.com/contact/**

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