

4-week local SEO checklist

For small businesses. One job a week. Tick each box when it is done. Free to use and share.

Week 1 Google Business Profile

- ☐ Search your business on Google Maps; claim it or create it at business.google.com
- ☐ Verify it (Google can take up to 5 business days to review)
- ☐ Name exactly as on your sign: no city or extra words
- ☐ Primary category: the most specific one for your main service
- ☐ Address shown, or hidden with a service area if you go to customers
- ☐ Hours, phone, website link, services and a short description
- ☐ Photos: outside from each direction customers arrive, inside, team, real work

Week 3 Listings

- ☐ Apple Business Connect: claim your place card (free)
- ☐ Bing Places for Business (free)
- ☐ Yelp, Facebook and the main directory for your trade
- ☐ Same name, address and phone on every listing
- ☐ Fix or close duplicate and old-address listings

Every month Keep it fresh

- ☐ Add 2 to 4 new photos
- ☐ Reply to every new review
- ☐ Check hours (holidays), phone and website link

Week 2 Your website

- ☐ Homepage title: main service + city + business name
- ☐ Main heading names the service and the city
- ☐ One page for each main service
- ☐ Name, address and phone in the footer, exactly as on Google
- ☐ LocalBusiness schema added and tested (Rich Results Test)
- ☐ Phone number tap-to-call on mobile

Week 4 Reviews

- ☐ Make your Google review link and a QR code
- ☐ Ask every customer, in person and by text or email
- ☐ Never pay for reviews or ask only happy customers
- ☐ Reply to every review: short, personal, no sales pitch
- ☐ Reply to bad reviews calmly and offer to fix it offline

Your master details

Write them once. Copy them exactly on Google, your website and every listing.

Business name _____
Phone _____
Main category _____

Address _____
Website _____
Review link _____