Local SEO checklist

SEOs Hut
AI-FIRST LOCAL SEO AGENCY

31 tasks in 4 stages. Tick a task only when its "done when" test passes. Full guide: seoshut.com/blog/local-seo-checklist/

Day 1 Foundations

- [ ] **Write down your one true name, address and phone** 10 min
  Done when: Everyone who edits a listing copies from this one note.
- [ ] **Claim and verify your Google Business Profile** 30 min
  Done when: Your profile shows as verified and you can edit it.
- [ ] **Choose the most specific primary category** 15 min
  Done when: Your primary category names your main service, not a vague one.
- [ ] **Set your address or service area correctly** 10 min
  Done when: Address matches your note, or it is hidden with service areas set.
- [ ] **List up to 20 service areas within about 2 hours' drive** 10 min Service-area only
  Done when: Every listed area is a place you take jobs in.
- [ ] **Add regular hours and the next holiday's hours** 10 min
  Done when: Your next public holiday already has hours set.
- [ ] **Set up Google Search Console and Google Analytics** 30 min
  Done when: Search Console shows your site verified and the sitemap as Success.
- [ ] **Find and remove duplicate profiles** 10 min
  Done when: Only one profile shows for your business.

Week 1 Complete profiles and listings

- [ ] **Write a plain business description (750 characters max)** 20 min
  Done when: Description is live and reads like you talking to a customer.
- [ ] **Add every service or product with the words customers use** 45 min
  Done when: Each service you want to be found for is listed.
- [ ] **Upload at least 10 real photos** 45 min
  Done when: 10+ real, well-lit photos are live. No stock images.
- [ ] **Add attributes and your booking link** 15 min
  Done when: Booking link opens your real booking or contact page.
- [ ] **Claim your Apple Business Connect place card** 30 min
  Done when: Apple Maps shows your correct name, hours and phone.
- [ ] **Claim Bing Places (import from Google)** 15 min
  Done when: Bing Maps shows the same facts as Google.
- [ ] **List yourself on Yelp, Facebook and 3 to 5 trusted directories** 2 h
  Done when: Name, address and phone match your note character for character.
- [ ] **Give every location its own profile and page** 1 h More than one location
  Done when: Each profile links to its own location page, not the homepage.

Month 1 Website and reviews

- [ ] **Put your main service and city in your homepage title and H1** 30 min
  Done when: Google results show your service and city in the title.
- [ ] **Give each core service its own page** 4 h
  Done when: Each money service has a page you can link your profile services to.
- [ ] **Create area pages only for places you really serve** 2 h
  Service-area only
  Done when: Each area page has content that only fits that area.
- [ ] **Show the same name, address and phone on your website** 20 min
  Done when: Website details match your Google profile exactly.
- [ ] **Add LocalBusiness schema** 30 min
  Done when: Google's Rich Results Test or the Schema Markup Validator finds LocalBusiness with no errors.
- [ ] **Check your site on a phone** 20 min
  Done when: Pages load quickly, text is readable, buttons are easy to tap.
- [ ] **Embed a Google map and directions on your contact page** 10 min Storefront only
  Done when: Contact page shows the map of your real location.
- [ ] **Set up a review request link and ask every customer** 1 h
  Done when: Every finished job triggers a review request.
- [ ] **Reply to every review, old ones included** 1 h
  Done when: No review on your profile is left without a reply.

Every month Keep it moving

- [ ] **Publish 2 to 4 Google profile updates** 40 min
  Done when: Your latest update is less than 2 weeks old.
- [ ] **Add new photos from real work** 15 min
  Done when: Newest photo is from this month.
- [ ] **Keep reviews coming and reply within 2 days** 30 min
  Done when: Steady new reviews and every one answered.
- [ ] **Earn 1 or 2 local links or mentions** 1.5 h
  Done when: A new local website links to or mentions your business.
- [ ] **Check rankings across your area and Search Console** 30 min
  Done when: You know if this month went up or down and why.
- [ ] **Ask ChatGPT and Google AI Mode who they recommend** 15 min
  Done when: You know if AI tools mention you and which listings feed them.
- [ ] **Every quarter: re-check listings, hours and categories** 30 min
  Done when: All listings still match your note.

Sources: Google Business Profile Help (guidelines, categories, service areas, reviews policy), Google Search Central (LocalBusiness structured data). Times are SEOs Hut's rough guide for a first-timer, not measured data. Checked 10 November 2026.