

# THE ULTIMATE LOCAL SEO CHECKLIST FOR 2025

## Your Step-by-Step Guide to Dominating Your Neighborhood Online

*Created by LAV1 Digital Marketing Agency - Local SEO Experts*

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### How to Make This Local SEO Checklist Your Own

Hey there, local SEO explorer! 🙌

You're looking at what might just be your new favorite business tool. This Local SEO Checklist is designed to help you crush your neighborhood's search results without drowning in technical jargon or impossible tasks.

But first things first - let's get this document into YOUR Google Drive so you can actually check off those boxes and track your progress!

### Quick Steps to Copy This Checklist

1. **Look for the File menu** at the top left of this document
  2. **Click on "Make a copy"** (or use the keyboard shortcut: Ctrl+Alt+C on Windows, ⌘+Alt+C on Mac)
  3. **Name your copy** something you'll remember, like "My Local SEO Action Plan" or "Operation Dominate Local Search" (we won't judge)
  4. **Choose where to save it** in your Google Drive
  5. **Click "Make a copy"** and boom! It's all yours to customize
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## "SET AND FORGET" TASKS

*Do these once and enjoy the long-term benefits!*

- ☐ **Claim and verify your Google Business Profile**

- Ensure you have access to the email address or phone number you'll use
- Complete the verification process (postcard, phone, or email)

☐ **Complete EVERY section of your profile**

- Business name (exactly as it appears on your storefront)
- Address (consistent with your website and other citations)
- Phone number (preferably a local number)
- Website URL (link to your homepage or location-specific page)
- Business hours (including special hours for holidays)
- Business description (300 words with local keywords naturally included)

☐ **Choose the right primary and secondary categories**

- Select the most specific primary category possible
- Add all relevant secondary categories (up to 9)

☐ **Set up messaging and booking features**

- Configure auto-responses for when you're unavailable
- Set up appointment booking if applicable

☐ **Create a review generation system**

- Design simple cards with QR codes linking to your review page
- Train staff to ask for reviews at the right moment
- Set up automated email/text review requests for customers

☐ **Audit your existing citations**

- Check NAP (Name, Address, Phone) consistency across platforms
- Identify and correct discrepancies
- Look for duplicate listings that need merging

☐ **Create/claim listings on top directory sites**

- Yelp
- Facebook
- Bing Places
- Apple Maps
- Better Business Bureau
- Industry-specific directories (TripAdvisor, Healthgrades, etc.)

☐ **Optimize all directory listings**

- Consistent NAP information
- Complete business descriptions with keywords
- Add high-quality photos

- Include all relevant categories and attributes
- ☐ **Develop a system for future citation management**
  - Create a spreadsheet with all citation logins and details
  - Schedule quarterly audits to ensure continued accuracy
  - Plan updates for any business changes (hours, services, etc.)
- ☐ **Implement local business schema markup**
  - LocalBusiness schema with complete information
  - Review aggregate schema if you have 5+ reviews
  - Service or product schema as appropriate
- ☐ **Create an optimized contact page**
  - Embed Google Map
  - Include complete NAP information
  - Add hours of operation
  - Feature parking/transit information
  - Include a locally optimized contact form
- ☐ **Ensure mobile optimization**
  - Test site on multiple devices
  - Ensure tap targets are appropriately sized
  - Verify fast loading times on mobile networks
  - Make sure contact information is easily accessible
- ☐ **Improve local page speed**
  - Compress images
  - Leverage browser caching
  - Minimize CSS/JavaScript
  - Enable GZIP compression
  - Use a content delivery network (CDN)
- ☐ **Join local business associations**
  - Chamber of Commerce
  - Neighborhood business groups
  - Industry-specific local organizations
  - Better Business Bureau
- ☐ **Set up Google Analytics with local tracking**
  - Create location-specific goals
  - Set up event tracking for direction requests and calls

- Configure local audience segments
  - ☐ **Implement call tracking**
    - Use a call tracking system to measure call sources
    - Record calls for quality assurance and training
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## MONTHLY TASKS

*Block out time once a month for these important activities*

- ☐ **Add high-quality photos and videos**
  - Exterior shots (storefront, building, parking)
  - Interior shots (ambiance, seating, products)
  - Team photos (staff, services being performed)
  - Product photos (inventory, menu items, etc.)
- ☐ **Add your products or services**
  - Update your most popular offerings
  - Include prices if consistent
  - Add compelling descriptions and photos
- ☐ **Update testimonial sections on your website**
  - Feature recent positive reviews
  - Include customer photos when possible
  - Organize by service or location
- ☐ **Develop a local content calendar**
  - Plan neighborhood-specific topics
  - Schedule seasonal content relevant to your area
  - Align with local events and activities
- ☐ **Create these high-impact local content pieces**
  - Neighborhood guide related to your business
  - "Best of" local resource list
  - Local FAQ page answering common questions
  - Community spotlight features
  - Local event coverage or roundups
- ☐ **Create location-specific service/product pages**

- Develop pages for each service + location combination
  - Include area-specific information and benefits
  - Add customer testimonials from that area
  - Feature location-specific offers when applicable
- ☐ **Create local sponsorship opportunities**
- Youth sports teams
  - School events
  - Community festivals
  - Charity fundraisers
- ☐ **Host or participate in community events**
- Organize workshops or classes
  - Participate in local festivals
  - Host charity fundraisers
  - Offer your space for community meetings
- ☐ **Schedule monthly performance reviews**
- Analyze what's working and what's not
  - Identify new opportunities
  - Adjust strategy based on results
  - Set new goals for the coming month
- ☐ **Analyze top local competitors**
- Study their GBP optimization
  - Examine their review strategy
  - Assess their content approach
  - Identify their backlink sources
- ☐ **Find and fill local content gaps**
- Look for questions competitors aren't answering
  - Identify neighborhoods they're neglecting
  - Determine services they don't highlight
  - Create content that outperforms theirs in quality and depth
- ☐ **Develop unique local selling propositions**
- Create neighborhood-specific offers
  - Highlight community involvement
  - Showcase local knowledge and connections
  - Emphasize what makes you the best local option
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# WEEKLY TASKS

*Set aside time each week for these crucial activities*

- ☐ **Create weekly Google Posts**
  - Share events, offers, news, or general updates
  - Include a photo with each post
  - Add a call-to-action button when relevant
  
- ☐ **Set up and optimize Google Q&A**
  - Create and answer your own FAQs (2-3 new questions)
  - Monitor for new questions
  - Upvote helpful answers
  
- ☐ **Track review velocity and sentiment**
  - Aim for 2-3 new reviews per week minimum
  - Address recurring issues mentioned in reviews
  - Celebrate review milestones with your team
  
- ☐ **Optimize website content for local searches**
  - Update one page per week with local keywords
  - Add neighborhood names in titles and headings
  - Mention local landmarks and reference points
  - Use location-specific terms your customers use
  - Add locally relevant images with optimized alt text
  
- ☐ **Develop relationships with complementary businesses**
  - Reach out to one new local business per week
  - Create a business referral network
  - Develop co-marketing opportunities
  - Guest post on partner websites
  - Create resource lists featuring each other
  
- ☐ **Get listed on local resource pages**
  - Identify one new opportunity per week
  - Community websites
  - Local government resources
  - Neighborhood blogs
  - Area schools and churches
  
- ☐ **Monitor local keyword rankings**
  - Track rankings for target neighborhoods

- Set up position monitoring for key service + location terms
- Compare performance against local competitors

☐ **Update your local SEO dashboard**

- Direction requests
- Local calls from Google
- Website visits from local searches
- Review growth and sentiment
- Local search visibility score
- Conversion events from local traffic

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## DAILY TASKS

*Quick daily habits that make a huge difference*

☐ **Respond to ALL reviews within 24 hours**

- Thank positive reviewers specifically mentioning what they praised
- Address negative reviews professionally and offer solutions
- Invite reviewers to return or contact you directly

☐ **Respond to all messages within 24 hours**

- Answer Google Business Profile messages promptly
- Reply to social media inquiries
- Follow up on website contact form submissions

☐ **Check and answer new Q&A questions**

- Monitor for new questions daily
- Provide thorough, helpful answers
- Flag inappropriate questions

☐ **Track calls and direction requests**

- Note sources of calls (which platforms are driving contacts)
  - Track conversion rates from calls to customers
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## Tips for Using Your Checklist

Now that you've got your very own copy, here's how to make the most of it:

- **Check those boxes!** They're not just for show. Click them to mark tasks as complete and watch your progress grow.
- **Customize it for YOUR business** - Feel free to add, remove, or modify tasks to fit your specific needs. Own a restaurant? Add some food-specific tasks! Run a dental practice? Adjust accordingly!
- **Use the comment feature** to add notes, ideas, or questions as you work through each task.
- **Share it with your team** by clicking the blue "Share" button in the top right corner. Teamwork makes the dream work!
- **Set due dates** by right-clicking on tasks and using the "Comment" feature to note deadlines.
- **Color-code completed sections** to visually track your progress (highlight completed sections in green, for example).

## Need Help?

If you find yourself staring at this checklist thinking "Where do I even start?" - don't worry! That's completely normal. Local SEO has a lot of moving parts.

Lav1 Digital Marketing Agency specializes in making this whole process painless. Just reach out at <https://lav1.com/contact/> for a free consultation.

Happy optimizing! 🚀

*This checklist is updated for 2025 local search algorithms and best practices. Download and use it as your guide to local search domination!*