



Local SEO checklist

Work through each check using your website and Google Business Profile. Use page 2 to record what needs fixing, who will handle it and when to check again.

Business	Checked by	Checked on
Website URL		Google Business Profile URL

☐ **1. Business facts and profile**

Compare the real business name, phone, website, hours and service area across the website and Business Profile. Follow the link and call route; review settings for actual customer access.

☐ **2. Service pages**

Open pages for services you offer. Check that they explain your services, service area and how to send a request. A location page needs useful place-specific information, not a swapped city name.

☐ **3. Search question and destination**

Record the search phrase, location setting and check date. Check whether the page customers land on answers what they are looking for. Keep Search Console activity, national estimates and actual local inquiries distinct.

☐ **4. Review requests**

Read the actual message and who receives it. Request honest feedback without incentives, a keyword script or a satisfaction filter that sends only positive experiences to Google.

☐ **5. Business mentions**

Open directory, association or supplier pages that mention your business. Check the relationship, business details and link. Note inaccurate information or a broken link and ask the publisher to fix it.

☐ **6. Mobile contact route**

Read a service page on a phone and try its contact controls. Check the phone link and form; confirm an approved test message reaches the right person. Record a failed step.

☐ **7. Measurement and retesting**

Compare exposure and activity with actual requests, service, location and outcome. Contact clicks do not prove answered calls or booked jobs. Decide who will fix the issue and check the affected page or contact step again.



Findings and next actions

Check the page or listing again after a fix. Sending an edit request does not mean the public information has changed.

Finding 1

Check number Where you checked

Evidence / observation

What needs fixing

Next action

Who will handle it

Status / check-again date

Finding 2

Check number Where you checked

Evidence / observation

What needs fixing

Next action

Who will handle it

Status / check-again date

Finding 3

Check number Where you checked

Evidence / observation

What needs fixing

Next action

Who will handle it

Status / check-again date

Full guide