Local SEO Checklist

30 checks to rank in Google Maps and local search

How to use it: tick each line that is true for your account today. Every unticked line is a fix, and the ones near the top of each section usually matter most.

Google Business Profile

1 ☐ The profile is verified and you are the owner, not an old agency or employee.

2 ☐ Primary category is the most specific one that describes your main service.

3 ☐ Secondary categories cover your other real services.

4 ☐ Business name is your real name, with no keywords or locations added.

5 ☐ Address, phone, hours and holiday hours are correct.

6 ☐ Description uses all 750 characters and says what you do and where.

7 ☐ Services or products are listed with descriptions and prices where possible.

8 ☐ At least 10 real photos: outside, inside, team and work. New photos every month.

9 ☐ A post or offer is published every week.

Reviews

10 ☐ You ask every happy customer for a review with a short link or QR code.

11 ☐ Every review gets a reply within 2 days, including the negative ones.

12 ☐ Replies mention the service and location naturally.

13 ☐ Review count grows every month, not in one burst.

Website

14 ☐ Name, address and phone on the website match the profile exactly.

15 ☐ Each main service has its own page with the city in the title and heading.

16 ☐ The contact page has a Google Map embed and opening hours.

17 ☐ LocalBusiness schema is added with address, geo, hours and phone.

18 ☐ The site works well on a phone and loads in under 3 seconds.

19 ☐ Click-to-call and WhatsApp buttons are on every page.

© Naryon Tech · Local SEO Checklist · Free to share with credit

20 ☐ The site is linked from the Business Profile website field, with UTM tags to track it.

Citations and links

21 ☐ Listed on Justdial, IndiaMART, Sulekha, Facebook, Bing Places and Apple Business Connect where relevant.

22 ☐ Every listing uses the same name, address and phone.

23 ☐ Duplicate listings are found and removed or merged.

24 ☐ Local links from associations, suppliers, events or local news are pursued.

25 ☐ Old addresses and phone numbers are updated everywhere.

Tracking

26 ☐ Profile Performance is checked monthly: calls, directions, website clicks.

27 ☐ Rankings are checked from several points in your area, not just from your office.

28 ☐ Calls and forms from the profile are counted as leads in your reports.

29 ☐ Competitors ranking above you are reviewed for categories, reviews and photos.

30 ☐ The checklist is run again every 3 months.

Want us to run this checklist on your account? **Free review from our Trichy team.**
Call or WhatsApp +91 9003365439 · naryontech.com/contact/