Business Profile Pro

FREE CHECKLIST

Local SEO Starter Checklist

The basics of ranking in your town, in plain words, with simple steps you can do this week.

1 Decide what you want to be found for

- [ ] List your **main services** (for example, the three jobs you most want more of).
- [ ] List the **towns and neighborhoods** you serve.
- [ ] Write down the phrases a customer would type, such as **service + town**.
- [ ] Search those phrases on Google and note who shows up on the map and in the results.

TIP Start small. It is better to be easy to find for your three best services than vague about twenty.

2 Get your Google Business Profile right

- [ ] Claim and verify your profile.
- [ ] Choose an accurate **primary category** and fill in services, hours and description.
- [ ] Add **real photos** of your work and team.
- [ ] Ask for **reviews** and reply to every one.

3 Keep your business details consistent

- [ ] Use the **exact same name, address and phone number** on your website, profile and social pages.
- [ ] List your business on trusted directories, such as Bing Places, Apple Business Connect and Yelp.
- [ ] Add industry or trade directories that match your work.
- [ ] Fix or remove old listings with outdated details.

4 Make your website local

- [ ] Create **one page for each main service**.
- [ ] Put the **service and town** in each page title and main heading.
- [ ] Show your **phone number** and a clear call to action on every page.
- [ ] Add your service areas, and a map if you have a physical location.
- [ ] Make sure the site loads quickly and works well on a phone.
- [ ] Add real photos and descriptions of your jobs.

5 Earn local trust and links

- [ ] Ask for **fresh reviews** on a steady basis.
- [ ] Get listed with your **chamber of commerce** or local business groups.
- [ ] Ask partners, suppliers and local organizations you work with to link to your site.
- [ ] Sponsor or take part in local events, and share them online.

6 Check what is working

- [ ] Write down your monthly **calls, form leads and direction requests**.
- [ ] Search your top phrases once a month and note where you appear.
- [ ] Pick **one improvement** to make each month and do it.

> **TIP** Local SEO is a steady habit, not a one-time project. A little progress every month adds up.

Business Profile Pro

Want us to do the marketing for you?

Business Profile Pro looks after your Google Business Profile, local search, reviews and website, so you can get back to the work you love.

Get Started

businessprofilepro.com