

RRSEO

Local SEO Master Checklist

Complete Step-by-Step Guide to Dominate Local Search Results



Google Business Profile

- ✓ Complete every section of your GBP (100% profile)
- ✓ Add high-quality photos monthly (minimum 10+ photos)
- ✓ Enable messaging and booking features
- ✓ Create Google Posts weekly with offers
- ✓ Collect & respond to all reviews within 48 hours
- ✓ Add Q&A with frequently asked questions
- ✓ Verify all business locations completely
- ✓ Choose accurate primary & secondary categories
- ✓ Add business description with keywords
- ✓ Set proper business hours including holidays



On-Page SEO

- ✓ Include city/state in title tags (under 60 chars)
- ✓ Add location in meta descriptions
- ✓ Create location-specific service pages
- ✓ Optimize H1, H2 tags with location keywords
- ✓ Add Local Business Schema markup
- ✓ Include NAP in footer (Name, Address, Phone)
- ✓ Create local content blog posts monthly
- ✓ Optimize images with location-based alt text
- ✓ Ensure mobile-responsive design
- ✓ Page speed optimization (under 3s load time)



Citations & Directories

- ✓ Claim and verify Apple Maps listing
- ✓ Essential: Bing Places, Yelp, Facebook
- ✓ Industry-specific directories
- ✓ Local chamber of commerce listing
- ✓ Ensure NAP consistency across all platforms
- ✓ Remove duplicate listings
- ✓ Add to data aggregators
- ✓ BBB accreditation if applicable
- ✓ Local newspaper/association listings
- ✓ Industry association memberships



Reputation & Reviews

- ✓ Set up review monitoring alerts
- ✓ Respond to all reviews professionally
- ✓ Create review generation system
- ✓ Display reviews on website homepage
- ✓ Monitor competitor reviews
- ✓ Encourage video reviews from customers
- ✓ Share positive reviews on social media
- ✓ Address negative reviews immediately
- ✓ Use review snippets in Google Ads
- ✓ Create review response templates