



SEO & Local Search Checklist

Start at the top. Your Google Business Profile has the biggest local impact, and it is free.

1 Google Business Profile (business.google.com)

- ☐ Profile claimed and verified
- ☐ The right primary category
- ☐ Hours are current, including holidays
- ☐ Ten or more real photos, with new ones added regularly
- ☐ Services and products listed, in my customers' words
- ☐ Website link and phone number are correct
- ☐ I reply to every review
- ☐ I post an update or offer each month

2 On every important page

- ☐ The page title uses words customers search
About 50 to 60 characters so it is not cut off in results.
- ☐ One main topic per page
- ☐ The headline (H1) matches the page title
- ☐ Clear headings, written as questions where it fits
- ☐ A short, readable URL
Good: [/catering/office-breakfast](#) Avoid: [/page?id=47](#)
- ☐ Alt text on every image
- ☐ Links to related pages
- ☐ A clear next step (call to action)

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SEO & Local Search Checklist (continued)

3 Local signals

- ☐ My city and neighborhoods are mentioned naturally on key pages
- ☐ My name, address and phone number are identical on:
 - ☐ My website
 - ☐ Google
 - ☐ Yelp
 - ☐ Facebook
 - ☐ Apple Maps
 - ☐ Other: _____
- ☐ I asked five happy customers for a review this month

4 Technical basics

- ☐ The padlock (HTTPS) shows on every page
- ☐ The site works well on a phone
- ☐ Speed tested at pagespeed.web.dev, biggest issues fixed
- ☐ The platform's search visibility setting is ON
- ☐ Sitemap submitted in Google Search Console
- ☐ No broken links or error pages

5 AI and AEO

- ☐ Common customer questions answered in plain language, with the answer first
- ☐ A short FAQ on key pages
- ☐ Ask ChatGPT, Claude or Gemini about businesses like mine and note what they say
- ☐ Optional: add an llms.txt file
See llmstxt.org for the format.

6 Monthly routine (about 30 minutes)

- ☐ Check Search Console for errors and the searches that find me
- ☐ Add a photo or post to my Google Business Profile
- ☐ Reply to new reviews
- ☐ Improve one page

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