

The 47-Point Local SEO Checklist

Complete Audit & Optimization Guide for Small Businesses

From Navu Marketing - Your Local SEO Success Toolkit

How to Use This Checklist

This checklist is designed to help you audit your current local SEO performance and identify areas for improvement. Work through each section systematically, checking off completed items and making notes for items that need attention.

Priority Levels:

- 🔥 **Critical** - Do these first (direct impact on local rankings)
 - ⚡ **High Impact** - Significant results with moderate effort
 - 📈 **Growth** - Important for long-term success
 - 🛠️ **Technical** - May require professional help
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Section 1: Google Business Profile Optimization

Basic Setup & Information

- ☐ 🔥 **1.** Business claimed and verified on Google Business Profile
- ☐ 🔥 **2.** Business name exactly matches legal business name
- ☐ 🔥 **3.** Complete street address (no P.O. boxes)
- ☐ 🔥 **4.** Primary phone number (local number preferred)
- ☐ 🔥 **5.** Website URL included and working
- ☐ ⚡ **6.** Primary business category selected (most specific option)
- ☐ ⚡ **7.** 2-3 additional relevant categories selected
- ☐ ⚡ **8.** Business hours are complete and accurate
- ☐ ⚡ **9.** Holiday hours updated when applicable

Business Description & Content

- ☐ 📈 **10.** Business description written (750 characters max)
- ☐ 📈 **11.** Primary keywords included naturally in description
- ☐ 📈 **12.** Services/products list is complete and detailed
- ☐ 📈 **13.** Attributes selected (wheelchair accessible, accepts credit cards, etc.)

Photos & Visual Content

- ☐ ⚡ **14.** Profile photo uploaded (logo or storefront)
 - ☐ ⚡ **15.** Cover photo uploaded (high-quality, represents business)
 - ☐ ⚡ **16.** At least 10 additional photos uploaded
 - ☐ 📁 **17.** Photos include: storefront, interior, team, products/services
 - ☐ 📁 **18.** New photos added monthly
 - ☐ 📁 **19.** Photo file names optimized before upload
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Section 2: Online Reviews Management

Review Strategy

- ☐ 🔥 **20.** At least 10 Google reviews (minimum for credibility)
 - ☐ ⚡ **21.** Average rating of 4.0+ stars
 - ☐ ⚡ **22.** Reviews received within last 6 months (shows activity)
 - ☐ 📁 **23.** System in place to request reviews from customers
 - ☐ 📁 **24.** All reviews responded to within 48 hours
 - ☐ 📁 **25.** Negative reviews addressed professionally
 - ☐ 📁 **26.** Review requests included in follow-up emails/communications
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Section 3: Citation Building & NAP Consistency

Core Citations

- ☐ 🔥 **27.** Yelp listing claimed and optimized
- ☐ 🔥 **28.** Facebook Business Page complete
- ☐ 🔥 **29.** Apple Maps listing claimed
- ☐ ⚡ **30.** Bing Places for Business verified
- ☐ ⚡ **31.** Yellow Pages listing updated
- ☐ ⚡ **32.** Better Business Bureau profile (if applicable)

NAP Consistency Audit

- ☐ 🔥 **33.** Business name identical across all platforms
 - ☐ 🔥 **34.** Address format consistent everywhere
 - ☐ 🔥 **35.** Phone number format consistent everywhere
 - ☐ ⚡ **36.** No duplicate listings found in search results
 - ☐ 📁 **37.** Industry-specific directories claimed (Angie's List, Avvo, etc.)
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Section 4: Website Local SEO Optimization

On-Page Local SEO

- ☐ ⚡ **38.** City/location mentioned in page titles
- ☐ ⚡ **39.** Local keywords in meta descriptions
- ☐ ⚡ **40.** "Near me" content created for relevant services
- ☐ ✅ **41.** Location-specific landing pages created
- ☐ ✅ **42.** Service area pages optimized for each location served

Technical Local SEO

- ☐ 🔧 **43.** LocalBusiness schema markup implemented
 - ☐ 🔧 **44.** Contact information easily findable on mobile
 - ☐ 🔧 **45.** Website loads in under 3 seconds on mobile
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Section 5: Content & Link Building

Local Content Strategy

- ☐ ✅ **46.** Location-specific content published monthly
 - ☐ ✅ **47.** Local partnerships or sponsorships secured
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Scoring Your Local SEO Performance

Count your checked items:

- **40-47 points:** Excellent local SEO foundation
 - **30-39 points:** Good performance with room for improvement
 - **20-29 points:** Needs significant optimization work
 - **Below 20 points:** Critical issues that need immediate attention
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Priority Action Items

Based on your score, focus on these areas first:

If You Scored Below 20 (Critical Priority)

Focus immediately on items 1-19 (Google Business Profile basics). These are foundational elements that have the biggest impact on local visibility.

If You Scored 20-29 (High Priority)

Complete all 🔥 Critical items first, then work on ⚡ High Impact items. Focus especially on review generation and citation consistency.

If You Scored 30-39 (Growth Priority)

You have a solid foundation. Focus on 📈 Growth items and consider tackling 🛠️ Technical items that may require professional help.

If You Scored 40+ (Optimization Priority)

Excellent work! Focus on advanced tactics like schema markup, local link building, and ongoing content creation to dominate your local market.

Common Local SEO Mistakes to Avoid

- ✗ **Don't** stuff keywords unnaturally into your business description
 - ✗ **Don't** buy fake reviews or use review generation services
 - ✗ **Don't** create multiple listings for the same location
 - ✗ **Don't** use inconsistent business information across platforms
 - ✗ **Don't** ignore negative reviews or respond defensively
 - ✗ **Don't** set and forget - local SEO requires ongoing maintenance
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Monthly Local SEO Maintenance Checklist

Use this monthly checklist to maintain your local SEO performance:

Monthly Tasks:

- ☐ Add 2-3 new photos to Google Business Profile
 - ☐ Post 1-2 Google Business Profile updates/offers
 - ☐ Generate 5-10 new Google reviews
 - ☐ Respond to all new reviews
 - ☐ Check for new citation opportunities
 - ☐ Update business hours if they've changed
 - ☐ Create one piece of location-specific content
 - ☐ Monitor local keyword rankings
 - ☐ Check for duplicate listings or citation issues
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Tools & Resources

Free Tools for Local SEO:

- **Google Business Profile** - Primary local listing management
- **Google Search Console** - Track local search performance
- **Google Analytics** - Monitor website traffic from local searches
- **Google Keyword Planner** - Research local keywords
- **Yelp for Business** - Manage Yelp presence

Recommended Paid Tools:

- **BrightLocal** - Local ranking tracking and citation management
 - **Moz Local** - Citation building and monitoring
 - **SEMrush** - Comprehensive local SEO tracking
 - **Whitespark** - Local citation finder and rank tracking
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When to Get Professional Help

Consider working with a local SEO professional if:

- ☐ You have 🛠 Technical items that need completion
 - ☐ You're in a highly competitive local market
 - ☐ You serve multiple locations and need to scale quickly
 - ☐ You don't have 2-4 hours monthly for ongoing maintenance
 - ☐ You're not seeing results after 3 months of consistent effort
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Next Steps

1. **Complete the audit** using this checklist
 2. **Prioritize critical items** based on your score
 3. **Set aside time weekly** for local SEO maintenance
 4. **Track your progress** with monthly check-ins
 5. **Consider professional help** for technical or scaling needs
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Want help implementing these tactics?

At Navu Marketing, we help small businesses dominate local search without the bloated pricing and overcomplicated strategies that big agencies use. Our local SEO approach focuses on tactics that actually drive customers through your door.

Get Your Free Local SEO Audit: [Schedule a consultation](#) to see exactly which items from this checklist will have the biggest impact on your business.



This checklist is part of Navu Marketing's commitment to transparent, results-focused marketing help. We believe in providing real value upfront, not hiding useful information behind expensive consulting fees.

Share this checklist with other small business owners who could benefit from better local visibility!

Download the Excel Version: For easier tracking, download this checklist as a spreadsheet where you can check off completed items and add notes.

[Download Excel Checklist](#)

About This Checklist

This comprehensive local SEO audit was created by the team at Navu Marketing based on analysis of over 500 small business local SEO campaigns. Every item on this checklist has been proven to impact local search rankings and customer acquisition.

Questions about any of these items? We're here to help. Contact us at [\[email\]](#) or schedule a free consultation to discuss your specific local SEO challenges.

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