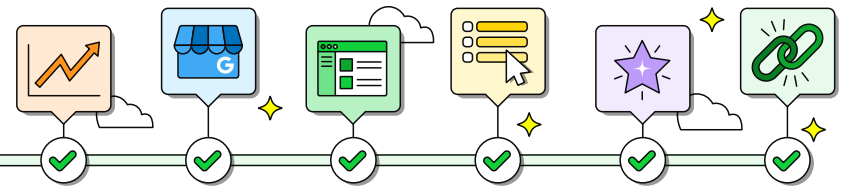


Local SEO Checklist



Monitoring and Reporting

Create a website	Set up Search Console	Set up Bing Webmaster Tools	Set up GA4	Keyword research	Set up rank tracking reports
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Google Business Profile

Set up GBP	Verify GBP	Set your primary category	Write a description	Set your opening hours
Add social channels	Add photos	Add products or services	Set up a GBP posting schedule	Create a monitoring schedule

Website and Content Optimization

Perform a Local Search Audit	Homepage optimization	Location and service pages	Optimize metadata	Main navigation
Review internal linking and broken links	NAP and location data	Review technical SEO (Core-web vitals, Structured Data, URLs and Sitemap)	Set up call tracking	Plan and publish content

Citation Building and Listings

Claim important listings as a priority	Claim social media channels	Run a citation audit	Check for consistency	Build new citations on top directories
Duplicate removal	Audit competitors to find gaps	Add listings on industry-specific directories	Add listings on location-specific directories	Set up listings management

Review Management

Get listed on industry review platforms	Create a Google review link	Ask customers for Google reviews	Ask customers for other review types
Respond to your reviews	Create review templates	Monitor your reviews	Flag fake reviews

Link Building

Local sponsorships, events and meetups	Local community sites	Local charities and scholarships	Write for local publications
Local case studies	Backlink and Competitor Audit	Link reclamation	Track brand mentions