FREE CHECKLIST FOR LOCAL BUSINESSES

The Local SEO Checklist That Keeps You Ranked

Print it, pin it, tick it off. 35 local SEO tasks split into weekly, monthly and quarterly lists, plus two quick checks for when rankings or leads stall, and a 30/60/90-day scorecard.

35	3	0
TASKS TO TICK	SCORE CHECKPOINTS	SPAM TACTICS

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How to Use This Checklist

Work the weekly, monthly and quarterly lists on a schedule. Rankings or leads stuck? The two bottleneck checks on pages 4 and 5 find what's holding you back. Score yourself on page 6 every 30 days.

WEEKLY	MONTHLY	QUARTERLY	CHECKS 1-2
Profile upkeep	Catch problems	Recheck the plan	Fix bottlenecks

1

Category first

A wrong primary category hides you from searches. Fix it before you touch anything else.

2

Steady beats a spike

Ten minutes a week beats a big push twice a year. Google rewards recent activity.

3

Never fake a signal

Fake hours, reviews or addresses get caught. Recovery is possible, but slow.

Ground rules: no shortcuts, ever

- [ ] Keep your real business name in GBP
- [ ] Use a real, staffed street address
- [ ] Write each city page from scratch
- [ ] Earn reviews, never buy or reward them
- [ ] List the hours you actually answer
- [ ] Keep one profile per location

Your Starting Numbers

Write these down today. You'll compare them on page 6.

MAP PACK SPOT	GBP CALLS	TOTAL REVIEWS	NEW REVIEWS

WEEKLY Profile Upkeep

Keeps your profile alive

☐ 01	**Reply to every new review**	· good or bad, within 48 hours
☐ 02	**Upload fresh job photos**	· real jobs, descriptive file names
☐ 03	**Answer new Q&A**	· respond within 24 hours
☐ 04	**Reply to GBP messages**	· within 24 hours, or turn messaging off
☐ 05	**Verify business hours**	· holiday and emergency hours too
☐ 06	**Publish one GBP post**	· tie it to a real job or update
☐ 07	**Check calls and directions**	· spot drops in GBP Insights early

MONTHLY Catch Problems Early

Citations, pages and rankings

☐ 08	**Audit your citations**	· same NAP everywhere, even "St." vs "Street"
☐ 09	**Refresh a service page**	· new photos, projects or FAQs
☐ 10	**Check review velocity**	· a steady drip beats a one-month spike
☐ 11	**Track map and organic ranks**	· both, they run on different signals
☐ 12	**Review GBP Insights**	· calls, clicks and missed calls
☐ 13	**Run Core Web Vitals**	· LCP < 2.5s, INP < 200ms, CLS < 0.1
☐ 14	**Review the month's numbers**	· write down what moved and why

QUARTERLY Keep the Plan Honest

Categories, rivals, GeoGrid

- [ ] 15 **Recheck your categories** · Google adds new ones regularly
- [ ] 16 **Run a competitor analysis** · reviews, pages and links vs the top 3
- [ ] 17 **Audit schema and site health** · validate after every big update
- [ ] 18 **Evaluate your backlinks** · local, relevant links over volume
- [ ] 19 **Run a GeoGrid scan** · find areas where you drop off
- [ ] 20 **Sync Apple Maps and Bing** · match every detail to your GBP
- [ ] 21 **Update your plan** · fix your biggest bottleneck first

CHECK 1 Not in the Map Pack?

Check these first

- [ ] 22 **Primary category** · yours vs what the top 3 results use
- [ ] 23 **Duplicates and map pin** · one profile per location, accurate pin
- [ ] 24 **NAP mismatches** · name, address and phone identical everywhere
- [ ] 25 **Real service pages** · not city-swapped templates
- [ ] 26 **Reviews this quarter** · any new ones? Recency counts
- [ ] 27 **Internal links** · pointing at the pages you want ranking
- [ ] 28 **Intent leak check** · wrong-intent pages, rivals' new keywords

CHECK 2 Ranking, but No Leads?

Fix the conversion

☐	29	**Phone and CTA on every page**	· tap-to-call, quote or booking button
☐	30	**Calls get answered**	· missed calls cost leads and rankings
☐	31	**Page answers the search**	· key info above the fold
☐	32	**Fast on mobile**	· main content loads in under 2.5 seconds
☐	33	**Titles and meta descriptions**	· match intent, earn the click
☐	34	**Primary GBP photo**	· high quality, your real business
☐	35	**CTA friction test**	· submit every form on mobile, fix bugs

Turn Ticks Into Calls

STEP 1

Fix one bottleneck first

Run Check 1 and Check 2. Fix the first thing that fails before adding anything new.

STEP 2

Book a weekly slot

Same day, same time, every week. Put the weekly list on the calendar like a job.

STEP 3

Hand off what you can

Your front desk can handle reviews and Q&A. Keep categories and pages with you.

STEP 4

Score every 30 days

Fill one row of the scorecard on page 6. Calls matter more than rank.

Your 30/60/90 Scorecard

Count your ticks at each checkpoint and fill in one row. Compare with page 2.

DAY 30
Weekly list on autopilot

DAY 60
Both checks run once

DAY 90
Compare with page 2

CHECKPOINT	MAP PACK SPOT	GBP CALLS	TOTAL REVIEWS	NEW REVIEWS	SCORE
Day 30					/ 35
Day 60					/ 35
Day 90					/ 35

What your score means

30 TO 35 TICKS
On track. Keep the rhythm

20 TO 29 TICKS
Gaps. Rerun Check 1 and 2

UNDER 20 TICKS
Reset. Weekly list only

REAL RESULT

We rebuilt an Atlanta cleaner's GBP and fixed NAP in 40+ directories. Monthly calls went from 4 to 120 in 15 months.

Ticking boxes but still not ranking?

Get a free local SEO audit. We'll find the bottleneck holding your Google Business Profile back and hand you a fix list ranked by impact.

pexnet.com/contact-us

Google updates local ranking signals often. Recheck this list against Google's Business Profile guidelines each quarter.