

Local SEO Checklist

A local SEO checklist covers Google Business Profile, NAP consistency, location pages, local content, LocalBusiness schema, reviews, citations, and mobile experience for businesses that serve customers in specific areas.

10 checks · 10 sections · For: Local businesses, agencies

Site: _____ Checked by: _____ Date: _____

GOOGLE BUSINESS PROFILE

☐	Claim and verify profile	Profile verified with correct category	High
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NAP

☐	Check NAP consistency	Name, address and phone match everywhere	High
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LOCATION PAGES

☐	Create location pages	One unique page per location	High
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LOCAL METADATA

☐	Localize titles and descriptions	City and service in titles	Medium
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LOCAL CONTENT

☐	Add local content	Area specific details and proof	Medium
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SCHEMA

☐	Add LocalBusiness schema	Address, hours and geo validate	Medium
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REVIEWS

☐	Manage reviews	Reviews requested and answered	Medium
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MAPS

☐	Embed maps	Map on location pages	Low
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CITATIONS

☐	Build citations	Listed in key directories	Medium
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MOBILE

☐	Check mobile experience	Click to call and fast load	Medium
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Common mistakes

- Inconsistent NAP across directories
- One page targeting many cities
- Ignoring review responses
- Missing LocalBusiness schema

When to run this checklist

- When opening a new location
- When local rankings drop

- After changing address, phone, or hours
- Quarterly citation audits

SiteAuditLint workflow

Crawl, find, fix, re-crawl, compare, monitor. Run the same checks automatically at siteauditlint.com, free for up to 100 URLs per crawl.