

Local SEO & Google Profile Checklist

The steps that decide who shows up on Google Maps and in AI answers.

Google Business Profile

- ☐ Claim and verify your profile
- ☐ Use your real business name (no keyword stuffing)
- ☐ Pick the most accurate primary category
- ☐ Add 2-5 relevant secondary categories
- ☐ Set your service area or address and hours
- ☐ Add every service with a short description and price range
- ☐ Write a 750-character description with your main services and city
- ☐ Upload 10+ real photos: work, team, vehicles, logo
- ☐ Post an update or offer every week
- ☐ Turn on messaging and answer within the hour
- ☐ Add your booking link
- ☐ Add tracking to your website link so you can see profile clicks
- ☐ Answer the Q&A section with common questions

Reviews

- ☐ Ask every happy customer the same day the job is done
- ☐ Send the direct review link by text
- ☐ Reply to every review within 24 hours
- ☐ Mention the service and city naturally in replies
- ☐ Never offer rewards for reviews or only ask happy customers
- ☐ Aim for steady reviews every month, not bursts

Your website

- ☐ One page per service, with the service and city in the title
- ☐ Phone number tap-to-call on every page
- ☐ Same name, phone and address as your Google profile
- ☐ Real photos and reviews on every service page
- ☐ An FAQ section answering the top 5 questions
- ☐ Fast on mobile (under 3 seconds)
- ☐ LocalBusiness schema markup
- ☐ A page for each main city you serve, with unique content
- ☐ Submit your sitemap in Google Search Console

Local SEO & Google Profile Checklist (continued)

Listings and citations

- ☐ Bing Places and Apple Business Connect
- ☐ Yelp, BBB and Facebook
- ☐ Nextdoor and your local chamber of commerce
- ☐ Industry directories (Angi, Houzz, Thumbtack, Clutch)
- ☐ Same name, phone and website everywhere
- ☐ Check twice a year for duplicates or old info

Authority and AI search

- ☐ Earn 1-2 local links a month: partners, sponsors, suppliers
- ☐ Get mentioned on local news, blogs or podcasts
- ☐ Use your full brand name in every post and video
- ☐ Ask ChatGPT and Perplexity who they recommend in your city; get listed where they look
- ☐ Track calls and direction requests in your profile every month
- ☐ Add pages slowly; quality beats quantity

Want it done for you? The AI SEO Agent runs this every week: beyondyourwealth.com/ai-agents