

Complete Local SEO Checklist

57-Point Optimization Guide

VJ SEO Marketing

Based in Surat, Gujarat | Serving Clients Globally

How to Use This Checklist:

- Print this PDF and check off items as you complete them
- Work through sections systematically (don't skip ahead)
- Items marked with ■ are highest priority
- Allow 2-4 weeks for initial setup, then maintain monthly

What You'll Achieve: Following this checklist will help you rank in Google's Local 3-Pack, increase Google Maps visibility by 200-400%, and drive more phone calls, directions, and website visits from local searchers.

1. Google Business Profile Optimization (12 Items)

- Claim and verify your Google Business Profile listing
 - *Tip: ■ This is #1 priority. Without verification, you can't rank locally.*
- Complete 100% of business information (Name, Address, Phone)
 - *Tip: NAP consistency is critical. Use exact same format everywhere.*
- Select primary category (most specific option available)
 - *Tip: Choose the most specific category. E.g., 'Italian Restaurant' not just 'Restaurant'*
- Add 3-5 secondary categories
 - *Tip: Include all relevant categories but don't spam. Quality over quantity.*
- Write compelling business description (750 characters)
 - *Tip: Include location + services. E.g., 'Family-owned Italian restaurant in downtown Surat serving authentic...'*
- Upload 10+ high-quality photos (exterior, interior, products)
 - *Tip: Photos increase engagement by 42%. Include: storefront, interior, products, team, logo.*
- Add business hours (including special hours for holidays)
 - *Tip: ■ Incorrect hours frustrate customers. Update for holidays in advance.*
- Enable and configure messaging
 - *Tip: 67% of searchers want to message businesses. Turn this on.*
- Add attributes (wheelchair accessible, outdoor seating, etc.)
 - *Tip: Google shows these in search. Add all that apply to your business.*
- Create service list with descriptions
 - *Tip: List all services you offer with brief descriptions. Helps with keyword relevance.*
- Add products (if applicable) with photos and prices

- *Tip: Product listings appear in search. Include photos, descriptions, prices.*
- Set up Google Posts (post weekly updates/offers)
- *Tip: Posts appear in your profile for 7 days. Share news, offers, events weekly.*

2. Local Citation Building (8 Items)

- Submit to data aggregators (InfoUSA, Factual, Acxiom, Localeze)
 - *Tip: ■ These distribute your NAP to 100+ directories automatically.*
- Claim listing on top 15 directories (Yelp, Yellow Pages, Bing Places)
 - *Tip: Essential directories: Yelp, Facebook, Bing Places, Apple Maps, Foursquare, Yellow Pages.*
- Build industry-specific citations
 - *Tip: Restaurants: Zomato, TripAdvisor. Healthcare: Practo, Healthgrades. Find your industry sites.*
- Ensure NAP is 100% consistent across all citations
 - *Tip: Even minor differences hurt. 'Street' vs 'St.' or missing suite number counts.*
- Add business to local chamber of commerce directory
 - *Tip: High-authority local link. Worth the membership fee for SEO alone.*
- List in local business associations
 - *Tip: Trade associations, local groups. These are powerful local signals.*
- Monitor and fix duplicate listings
 - *Tip: Search your business name + city. Find duplicates and suppress them.*
- Quarterly citation audit (check for consistency)
 - *Tip: Citations decay over time. Directories merge, shut down. Check quarterly.*

3. Review Generation & Management (10 Items)

- Set up automated review request emails/SMS
 - *Tip: ■ Automate requests 24-48 hours after purchase. Use tools like Birdeye or custom system.*
- Create direct Google review link (share with customers)
 - *Tip: Shortcut: [google.com/maps/place/\[your-business\]](https://google.com/maps/place/[your-business]) - makes reviewing easier.*
- Generate QR codes for in-store review requests
 - *Tip: Print QR code on receipts, table tents. Makes mobile reviewing instant.*
- Aim for 50+ Google reviews minimum
 - *Tip: Businesses with 50+ reviews rank 67% higher than those with fewer.*
- Maintain 4.3+ star average rating
 - *Tip: 4.3-4.7 is optimal. Perfect 5.0 with few reviews looks fake.*
- Respond to ALL reviews within 24 hours
 - *Tip: ■ Google rewards businesses that respond. 100% response rate is ideal.*
- Create response templates (positive and negative)
 - *Tip: Don't copy-paste exactly, but have templates to work from for speed.*
- Flag fake or spam reviews for removal
 - *Tip: Use Google's 'Report' feature. Violates policy? Competitor review? Flag it.*
- Monitor reviews across all platforms (not just Google)

- *Tip: Check Yelp, Facebook, industry sites weekly. Don't let negative reviews sit.*
- Track review velocity (aim for 3-5 new reviews/week)
- *Tip: Consistent flow looks natural. Sudden spike looks suspicious to Google.*

4. On-Page Local SEO (15 Items)

- Add location keywords to title tags (e.g., 'Dentist in Surat')
 - *Tip: Most important on-page factor. Format: 'Service + Location | Business Name'*
- Include city/neighborhood in meta descriptions
 - *Tip: Google bolds matching terms. 'Serving Adajan, Vesu, and Downtown Surat'*
- Add city name to H1 tag on homepage
 - *Tip: H1: 'Best Italian Restaurant in Surat, Gujarat' - clear and direct.*
- Include location in H2 and H3 subheadings
 - *Tip: H2: 'Authentic Italian Cuisine in Adajan' - natural, not stuffed.*
- Add NAP (Name, Address, Phone) to website footer
 - *Tip: Footer NAP appears on every page. Must match GBP exactly.*
- Create dedicated contact page with NAP, hours, map
 - *Tip: Essential. Include: NAP, hours, embedded Google Map, directions.*
- Embed Google Map on contact page
 - *Tip: Use iframe embed code from your Google Business Profile.*
- Add LocalBusiness schema markup to homepage
 - *Tip: JSON-LD code with NAP, hours, geo coordinates. Google reads this directly.*
- Implement Service schema for each service offered
 - *Tip: Each service page gets Service schema with description, service area.*
- Add Breadcrumb schema for navigation
 - *Tip: Helps Google understand site structure. Shows in search results.*
- Create location-specific landing pages (if multi-location)
 - *Tip: Each location gets unique page. Never duplicate content between locations.*
- Optimize images with location keywords in alt text
 - *Tip: Alt text: 'Surat-dental-clinic-waiting-room.jpg' - descriptive + local.*
- Add click-to-call phone number in header
 - *Tip: Mobile users click to call. Use tel: link format.*
- Ensure mobile-responsive design (test on all devices)
 - *Tip: 60% of local searches are mobile. Mobile-first is mandatory.*
- Page speed under 2.5 seconds (use PageSpeed Insights)
 - *Tip: Slow sites lose rankings. Optimize images, minimize code, use CDN.*

5. Local Link Building (7 Items)

- Get listed on local news sites and blogs
 - *Tip: Pitch stories to local papers. 'Local Business Celebrates 10 Years' type angles.*
- Sponsor local events, sports teams, charities
 - *Tip: Sponsorships come with website links. Choose visible community events.*
- Partner with complementary local businesses
 - *Tip: 'Recommended Partners' pages. Wedding venue ↔ photographer ↔ florist.*
- Get listed on local government/tourism websites
 - *Tip: City business directories, tourism boards. High authority + local relevance.*
- Offer scholarships to local schools/universities
 - *Tip: Creates .edu links. Even 10,000 scholarship gets you on financial aid pages.*
- Guest post on local blogs and websites
 - *Tip: Write useful content for local sites. 'Top 10 Restaurants in Surat' for food blog.*
- Build broken link opportunities on local resource pages
 - *Tip: Find broken links on local sites, offer your content as replacement. 30-40% success rate.*

6. Mobile Optimization (5 Items)

- Test site on multiple mobile devices (iOS and Android)
 - *Tip: Don't just test on desktop 'mobile view'. Use real devices.*
- Ensure buttons are large enough to tap (44x44 pixels minimum)
 - *Tip: Tiny buttons frustrate mobile users. Make CTAs easy to tap.*
- Remove interstitials and popups on mobile
 - *Tip: Google penalizes intrusive mobile popups. Avoid or make easily dismissible.*
- Optimize font sizes for mobile readability (16px minimum)
 - *Tip: Small text requires pinch-zoom. 16-18px body text is readable.*
- Implement AMP (Accelerated Mobile Pages) if applicable
 - *Tip: Optional but speeds up mobile loading significantly. Good for content sites.*

Bonus: Advanced Local SEO Tactics

- Create location-specific blog content monthly
- Optimize for 'near me' searches
- Set up Google Search Console and submit sitemap
- Claim and optimize social media profiles (Facebook, Instagram)
- Monitor competitors' local SEO strategies

Checklist Complete?

If you've checked all 57 items, you're ahead of 95% of local businesses. But local SEO requires ongoing maintenance. Rankings don't stay #1 without effort.

Need Help?

VJ SEO Marketing specializes in local SEO for businesses in Surat, Gujarat and beyond. We handle everything on this checklist (and more) so you can focus on running your business.

Get Your Free Local SEO Audit:

Visit: vjseomarketing.com/contact

Email: contact@vjseomarketing.com

We'll show you exactly what's holding you back from #1 rankings.

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