



Basic SEO Checklist for local business owners

A practical do-it-yourself guide you can complete in one to two hours

How to use this checklist

Print this page. For each item, tick **Done**, **Needs work**, or **Not sure**. If you are **Not sure**, that is a signal to look it up or ask for help. If you need help or don't understand anything throughout the process call us at +44 7309 233639 or email us at calandlara.webdesign@gmail.com.

Section 1. Your number one priority: Google Business Profile

Goal: Show up on Google Maps and in local results when people search for what you do.

Claim and secure your listing

| | Done | Needs work | Not sure |
|--|--------------------------|--------------------------|--------------------------|
| Your Google Business Profile is claimed and verified | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| You can log in and you are the owner (not a former employee or agency) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Two-step verification is enabled on the Google account that owns the profile | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Business information is complete and accurate

| | Done | Needs work | Not sure |
|---|--------------------------|--------------------------|--------------------------|
| Business name matches your real-world signage and website exactly | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Address is correct and formatted consistently | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| If you travel to customers, you set a service area and hide your street address | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Phone number is correct and is answered during business hours | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Website link is correct | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Hours are correct | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Business description is clear and includes main services and your town/area | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Attributes are filled in where relevant (e.g., wheelchair access, women-owned) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Categories and services are set correctly

| | Done | Needs work | Not sure |
|--|--------------------------|--------------------------|--------------------------|
| Primary category is the best match for your main service (matters a lot) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Secondary categories are added only if they truly apply | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Services are added with clear names and short descriptions | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Service areas are realistic and match where you actually serve customers | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| If you have products, you added Products with photos and descriptions | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Photos and visual trust signals are strong

| | Done | Needs work | Not sure |
|---|--------------------------|--------------------------|--------------------------|
| You have uploaded your logo and a good cover photo | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| You have at least 15 to 30 real photos (shop front, team, work examples, etc) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Engagement features most businesses forget

| | Done | Needs work | Not sure |
|---|--------------------------|--------------------------|--------------------------|
| You have filled in Questions and answers with your own common questions | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Messaging is turned on if you can respond quickly | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Appointment or booking link is connected if you use scheduling | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| You post updates or offers using Google Posts at least once a month | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| You check the GBP performance section monthly | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Section 2. Your website basics that affect rankings and leads

Goal: Google can understand your site, and customers can contact you easily.

Contact trust checks

| | Done | Needs work | Not sure |
|---|--------------------------|--------------------------|--------------------------|
| Business details visible on website (footer is fine) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Contact page details match your Google Business Profile | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| You have a clear call button for mobile users | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The contact form works and has been tested recently | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| If you have a physical location, you embed a Google map | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Page titles and headings

| | Done | Needs work | Not sure |
|---|--------------------------|--------------------------|--------------------------|
| Each important page has a unique page title (Service + City + Business) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Homepage clearly states main service and area near the top | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Each page uses one main heading that matches the topic | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Service pages people can actually find

| | Done | Needs work | Not sure |
|--|--------------------------|--------------------------|--------------------------|
| You have one page per core service (not crammed onto one page) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Each service page includes who it's for, what's included, pricing, etc | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Each service page mentions the areas you serve naturally | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| You include original photos of your work, not only stock photos | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Location targeting without spam

| | Done | Needs work | Not sure |
|--|--------------------------|--------------------------|--------------------------|
| Sensible approach to multiple towns (strong page per key area) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Location pages have unique content and real proof | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Technical basics

| | Done | Needs work | Not sure |
|--|--------------------------|--------------------------|--------------------------|
| Website is mobile-friendly and easy to read on a phone | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Site uses secure HTTPS (padlock in the browser) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Site has a clear menu and pages are easy to navigate | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| No broken pages or old pages that show errors | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Section 3. Speed and user experience using PageSpeed Insights

Goal: Faster pages usually mean more enquiries and better Google performance.



Scan to run your test:

Scan this QR code or visit pagespeed.web.dev. Once on the page, enter your website URL and click 'Analyze' to see your performance results.

Run the test

| | Done | Needs work | Not sure |
|--|--------------------------|--------------------------|--------------------------|
| You ran Google PageSpeed Insights on your homepage | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| You ran it on one key service page and your contact page | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| You tested both mobile and desktop results | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

What to look for

| | Done | Needs work | Not sure |
|--|--------------------------|--------------------------|--------------------------|
| Mobile performance is not severely low | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Largest Contentful Paint is reasonable | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Images are compressed and sized correctly | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Unused plugins and heavy scripts are reduced | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Hosting is not extremely slow | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Quick wins many small businesses can do

| | Done | Needs work | Not sure |
|---|--------------------------|--------------------------|--------------------------|
| You replaced very large images with smaller versions | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| You removed unnecessary sliders, animations, and popups | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Limited tracking tools to only what you truly use | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Updated website theme and plugins | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Section 4. Local citations and online profiles

Goal: Google trusts businesses that have consistent details across the web.

Consistency of your business details

| | Done | Needs work | Not sure |
|---|--------------------------|--------------------------|--------------------------|
| Business name, address, and phone number (NAP) match everywhere | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Consistent format (suite numbers, street abbreviations) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Website shows the same details as Google Business Profile | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Core profiles to claim and correct

| | Done | Needs work | Not sure |
|---|--------------------------|--------------------------|--------------------------|
| Claimed main directory profiles (Facebook, Apple Maps, Bing, etc) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Facebook page has correct business details and website link | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Removed duplicate listings where possible | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Attach and connect what you can

| | Done | Needs work | Not sure |
|---|--------------------------|--------------------------|--------------------------|
| Website links to your social profiles | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Social profiles link back to your website | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Booking software shows consistent contact details | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Section 5. On page content that drives real customers

Goal: Answer what customers are searching for, not just list services.

Customer questions and helpful content

| | Done | Needs work | Not sure |
|---|--------------------------|--------------------------|--------------------------|
| Answered top 10 customer questions on your website | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| FAQ section on each core service page | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Include trust builders (guarantees, insurance, years in business) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Proof and credibility

| | Done | Needs work | Not sure |
|---|--------------------------|--------------------------|--------------------------|
| Show real testimonials on your website | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Include case studies or examples of work | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Clearly state service boundaries and response times | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| About page explains who you are and why choose you | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Section 7. Backlinks and local authority

Goal: Earn simple local links that help Google trust your business.

| | Done | Needs work | Not sure |
|--|--------------------------|--------------------------|--------------------------|
| Listed on local Chamber of Commerce / business associations | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Sponsor local team/event/charity and ask for website mention | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Supplier and partner listings where appropriate | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Joined relevant trade associations and claimed profile page | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Simple media/story page for local news opportunities | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Section 8. Common problems to check today

Tick any that apply, then fix them in order.

| | Done | Needs work | Not sure |
|---|--------------------------|--------------------------|--------------------------|
| Google Business Profile has the wrong category | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Address is slightly different across platforms | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Two Google Business Profiles for the same business | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Website contact details do not match GBP | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Website is slow on mobile | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Homepage does not clearly say what you do and where | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Not asking for reviews consistently | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Service pages are too thin or missing | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |