

FREE DOWNLOADABLE CHECKLIST

15-Point Local SEO Checklist **for Small Business**

A step-by-step checklist to help your small business rank in Google's Local Map Pack in 2026. Covers Google Business Profile, on-page SEO, citations, reviews, and link building, organized in the order that actually moves rankings.

15 Steps

ACTION ITEMS

5 Categories

ORGANIZED BY IMPACT

2026 Edition

UP TO DATE

Local SEO Checklist

15 / 15 ITEMS

Work through each section in order. Check off items as you complete them.

GOOGLE BUSINESS PROFILE STEPS 1-6

- ☐ **1. Claim and verify your Google Business Profile**
Complete phone or postcard verification. Unverified profiles rarely rank.
- ☐ **2. Choose accurate primary and secondary categories**
Precision beats reach. Avoid categories that don't match your service.
- ☐ **3. Keep NAP (name, address, phone) identical everywhere**
Match GBP and your website exactly, down to abbreviations.
- ☐ **4. Add complete business hours, including holidays**
Outdated hours hurt both rankings and customer trust.
- ☐ **5. Upload real photos and videos regularly**
Profiles with 100+ photos get more requests for directions and calls.
- ☐ **6. Post weekly GBP updates or offers**
Active profiles are favored in map pack ranking and AI-generated answers.

WEBSITE & ON-PAGE STEPS 7-9

- ☐ **7. Create a dedicated service-area landing page**
One page per core area, with the location in the title, H1, and intro.
- ☐ **8. Add LocalBusiness schema markup**
Tells Google and AI crawlers your exact NAP, hours, and service area.
- ☐ **9. Optimize your contact page for mobile**
Tap-to-call number, short forms, tested "get directions" link.

CITATIONS STEPS 10-11

- ☐ **10. Build citations on major directories**
Yelp, Apple Maps, Bing Places, plus 2-3 industry-specific sites.
- ☐ **11. Audit and fix NAP inconsistencies**
Search old addresses and numbers still live online, and correct them.

REVIEWS STEPS 12-13

- ☐ **12. Set up a consistent system to request reviews**
Ask right after the job or purchase, with a direct review link.
- ☐ **13. Respond to every review, positive and negative**
Keep responses specific and personal, not copy-pasted.

LINKS & TRACKING STEPS 14-15

- ☐ **14. Earn local backlinks and sponsorships**
Local sports teams, chamber of commerce, and local news features.
- ☐ **15. Track rankings and GBP Insights monthly**
Watch calls, direction requests, and your top 3-5 map pack positions.

Want this handled for you?

Markhor Digital Hub builds and manages Local SEO for small businesses.

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