

CHECKLIST FROM SYVERA STUDIO

The Local SEO Quick-Start Checklist

A focused 25-point checklist for businesses that serve a specific city, region, or country , so customers in your area find you when they're ready to buy.

Local SEO is different from regular SEO. If you serve customers in specific locations , a city, region, or country , this checklist walks you through the essentials to dominate search results in your service area.

Google Business Profile

	Google Business Profile claimed and fully verified
	Every field filled out completely (no blanks)
	Primary category selected accurately, plus relevant secondary categories
	High-quality cover photo and at least 10 interior/exterior photos uploaded
	Business hours kept up to date, including holidays
	Service area defined accurately
	Posts published regularly (at least monthly)

On-Site Local SEO

<input type="checkbox"/>	City or region included in homepage title tag
<input type="checkbox"/>	Dedicated location pages created if serving multiple areas
<input type="checkbox"/>	Embedded Google Map on contact page
<input type="checkbox"/>	NAP (Name, Address, Phone) consistent across every page footer
<input type="checkbox"/>	Local schema markup added to website
<input type="checkbox"/>	Locally relevant content published on blog

Reviews and Reputation

	Active strategy to ask happy customers for Google reviews
	Every review responded to , positive and negative
	Negative reviews addressed professionally, never defensively
	Reviews collected on multiple platforms (Google, Facebook, Yelp)
	Average rating monitored monthly

Local Citations and Listings

	Business listed in major local directories (Yelp, Bing, Apple Maps)
	Industry-specific directories claimed
	All listings show identical NAP information (critical for rankings)
	Old or outdated listings cleaned up or removed

Local Content and Links

	Content created for local events, news, or community involvement
	Local partnerships with non-competing businesses
	Coverage in local press, blogs, or community publications
	Sponsorships of local events or charities for local backlinks

Want to dominate local search?

Book a free 30-minute call. We'll review your local SEO setup and map your path to local visibility.

syverastudio.digital/book-a-free-consultation