# Local SEO Checklist: 151 Steps to Rank in Google Maps and Local Search

151 steps in eight parts.

By Alex Wolk, founder of Insite Advice · Last reviewed: November 19, 2026
Interactive version: https://insiteadvice.com/local-seo-checklist/

Check each box as you finish a step. Work through the parts in order, or start with the gaps that matter most for your business.

## Part 1 — Research and strategy (steps 1–14)

Decide who you are trying to reach, where, and with which words before you touch a single listing.

### Know your market

- [ ] 1 **Define your real service area.** Draw it by drive time, not by hope. A Fenton HVAC company that can reach Kirkwood in 20 minutes but Edwardsville in 50 should build its whole plan around the first and treat the second as a stretch.
- [ ] 2 **List every service you want to rank for.** Write the full list, then rank it by profit and by how often people buy it. "Water heater replacement" and "sump pump installation" are separate searches with separate pages, not one "plumbing" bucket.
- [ ] 3 **Pick your 3–5 real local competitors.** Search your main service plus your city on a phone and note who shows up in the top three of the map. Those businesses are your benchmark for categories, reviews, photos and links.
- [ ] 4 **Run a competitor gap audit.** For each rival, record their primary category, review count, average rating, photo count, posting frequency and the number of linking domains. The gaps between their profile and yours become your first to-do list.
- [ ] 5 **Decide storefront or service-area business.** If customers come to you, show your address. If you go to them, Google wants a service-area profile with the address hidden. Getting this wrong is one of the most common reasons legitimate profiles get suspended.

### Find the local keywords

- [ ] 6 **Mine Google's own suggestions.** Type "[service] st louis", "[service] near me" and "[service] in [suburb]" into Google and Maps and write down every autocomplete, People Also Ask question and related search.
- [ ] 7 **Pull real numbers from a keyword tool.** Use Google Keyword Planner, Semrush, Ahrefs or a similar tool set to the St. Louis metro to see which phrasings have demand. Local volumes look small; 30 searches a month for a $9,000 job is a big keyword.

- [ ] 8 **Check what you already rank for.** In Google Search Console, filter queries containing your city and suburb names. Pages sitting in positions 8–20 are your fastest wins.
- [ ] 9 **Map one primary keyword to each page.** One page per service and one page per city or area you truly serve, each with a single main target. Two pages chasing the same phrase usually means neither ranks.
- [ ] 10 **Capture "near me" and implicit-local intent.** Most local searchers never type a city. You win those searches with GBP signals and on-page location detail, so treat "emergency plumber" as a local keyword even without "St. Louis" in it.
- [ ] 11 **Note the questions behind the searches.** Cost, timing, permits, warranties and "do I need a…" questions feed your FAQs, GBP posts and service pages. Save them in one sheet you can reuse everywhere.

### Set the baseline

- [ ] 12 **Record your starting rankings.** Before changing anything, run a geo-grid scan (Local Falcon, BrightLocal or Places Scout) for your top 5–10 keywords so you can prove what moved later.
- [ ] 13 **Write down your current numbers.** Calls, form fills, direction requests, GBP views and organic sessions for the last 90 days. Without a baseline, nobody can tell whether the work paid off.
- [ ] 14 **Set one 90-day goal.** "Top 3 in the map for 'roof repair' across the Kirkwood–Webster Groves grid" is a goal. "Better SEO" is not.

## Part 2 — Google Business Profile (steps 15–42)

Your Business Profile decides most of your visibility in the map pack and Google Maps. Treat it like a second homepage.

### Claim and verify

- [ ] 15 **Claim or create the profile.** Search your business name on Google Maps first; a profile may already exist from an old listing or a customer edit. Claim it through business.google.com rather than creating a duplicate.
- [ ] 16 **Finish verification.** Google may ask for a video, phone, email or postcard verification. Film the video in one continuous take that shows your signage, your tools or equipment, and proof you manage the business.
- [ ] 17 **Control who has access.** Make the business owner the primary owner, give agencies and staff Manager access, and remove former employees. Losing the owner login to an ex-vendor is a real and painful problem.
- [ ] 18 **Use your real-world business name.** Exactly what is on your sign, truck and invoices. Adding "Best Roofer St. Louis" to the name breaks Google's guidelines and invites a suspension or a competitor's edit. Source: Google Business Profile Help ↗

### Core information

- [ ] 19 **Choose the most specific primary category.** "Personal injury attorney" beats "Lawyer" and "Roofing contractor" beats "Contractor". The primary category is the single strongest relevance signal on the profile, so test it against what your top competitors use.

- [ ] 20 **Add only the secondary categories that fit.** You can add up to nine more. Add the ones that describe real, core lines of work and skip anything you merely dabble in.
- [ ] 21 **Set an accurate address or service area.** Storefronts need a precise pin. Service-area businesses list the cities or ZIP codes they serve (up to 20) and hide the street address. Source: Google Business Profile Help ↗
- [ ] 22 **Enter regular, holiday and special hours.** Add special hours for Thanksgiving, Christmas and July 4th before each holiday. Profiles that look closed when they are open lose calls, and Google may label them "hours might differ".
- [ ] 23 **Use a local phone number.** A 314 or 636 number reinforces the local connection. If you use call tracking, make the tracking number primary and add your main line as an additional number so the two stay connected.
- [ ] 24 **Link to the right page.** Single-location businesses link to the homepage. Multi-location businesses link each profile to its own location page. Add UTM tags (utm_source=google&utm_medium=organic&utm_campaign=gbp) so GA4 shows what the profile sends you.
- [ ] 25 **Write a 750-character description that sells.** Lead with what you do and where, then add what makes you different: years in business, licenses, guarantees, neighborhoods served. No links, prices or promotions; Google's rules forbid them.
- [ ] 26 **Add your opening date.** It is a small field, but it supports "established in" trust signals and it is one more fact that matches your website and citations.

## Services, products and attributes

- [ ] 27 **List every service with a description.** Use the services editor to add each service in plain customer language, with a short description of what's included. These terms help match your profile to specific searches.
- [ ] 28 **Add products or service packages.** Use Products for priced packages, popular jobs or productized services ("Spring AC tune-up – $129"), each with a photo and a link to the matching page.
- [ ] 29 **Fill in every attribute that applies.** Women-owned, veteran-owned, wheelchair accessible, online estimates, free consultation, payment types. Attributes answer questions before customers ask and can appear in filtered searches.
- [ ] 30 **Set up booking or messaging links if you use them.** An appointment URL or booking integration removes a step for people ready to buy. Only add it if someone answers or confirms quickly.

## Photos and video

- [ ] 31 **Upload a strong logo and cover photo.** Square logo, clear and readable at small sizes. Choose a cover photo of your actual team, building or work, not stock imagery.
- [ ] 32 **Photograph the exterior from the street.** Shoot your building and signage from the angle customers approach. It helps people find you and helps Google confirm the location is real.
- [ ] 33 **Show your team and real jobs.** Before-and-after shots, crews on site, finished projects in recognizable neighborhoods. Real photos beat polished stock photos with customers every time.

- [ ] 34 **Add new photos every month.** Set a recurring reminder to upload 5–10 fresh photos. A profile whose newest photo is three years old reads as neglected.
- [ ] 35 **Add short videos.** 15–30 seconds of a job walkthrough, a quick tip or a shop tour. Video gives the profile depth and gives you material for social channels too.
- [ ] 36 **Report or remove bad customer photos.** Check the "By customers" tab. Off-topic, unflattering or spam images can be flagged so they stop representing your business.

### Posts, questions and upkeep

- [ ] 37 **Publish a post every week.** Rotate offers, recent projects, seasonal tips and events. Add a photo and a button every time, and link to the most relevant service page.
- [ ] 38 **Plan posts around the local calendar.** Freeze warnings and pipe bursts in January, storm and hail season in spring, AC demand in July. Timely posts are easier to write and more useful to read.
- [ ] 39 **Answer any existing questions.** Google stopped accepting new Q&A questions in late 2025 and now answers many customer questions with AI in Maps. If your profile still shows a Q&A section, answer every open question accurately.
- [ ] 40 **Feed the AI answers with facts.** Google's AI answers in Maps draw on your profile fields, your reviews and your replies. Keep services, attributes and hours complete so those answers are correct.
- [ ] 41 **Turn on and watch notifications.** Get alerts for new reviews, edits and messages. Customer-suggested edits can change your hours, category or phone number without you noticing.
- [ ] 42 **Check the profile for unwanted edits monthly.** Look for "Google updated your profile" notices and reject anything inaccurate. Keep a screenshot of your correct profile to compare against.

## Part 3 — Reviews and reputation (steps 43–60)

Review count, recency, rating and your replies all shape whether people call you, and Google says reviews affect prominence.

### Get more reviews

- [ ] 43 **Make asking a standard step.** Build the request into the end of every job: the technician mentions it in person, and a text or email follows the same day. If asking depends on someone's memory, it won't happen.
- [ ] 44 **Use your direct review link.** Copy the "Ask for reviews" link from your Business Profile and shorten it. Every extra click between the customer and the review box costs you reviews.
- [ ] 45 **Put the link everywhere a happy customer looks.** Invoices, receipts, email signatures, thank-you cards, leave-behind cards and a QR code on the truck or counter.
- [ ] 46 **Ask for specifics, not stars.** "It helps other St. Louis homeowners if you mention what we did and which neighborhood you're in" produces richer reviews. Never tell people what rating to leave or ask them to name a staff member.
- [ ] 47 **Aim for a steady pace.** A few new reviews every week beats 40 in one month and none for the next six. Recency matters to customers and a sudden spike can look suspicious.

- [ ] 48 **Follow up once.** One reminder 3–5 days after the first request. More than that annoys people who were happy with you.

### Respond well

- [ ] 49 **Reply to every review.** Thank positive reviewers by name and mention the job. Replies show future customers that real people run the business. Source: Google Business Profile Help ↗
- [ ] 50 **Answer negative reviews within 24–48 hours.** Stay calm, acknowledge the issue, take the details offline with a phone number or email, and never share private customer information.
- [ ] 51 **Report reviews that break the rules.** Fake reviews, competitor attacks and off-topic rants can be flagged through Google's review management tool. Document each report and check its status.
- [ ] 52 **Fix what reviews tell you.** If three reviews in a row mention late arrival, the problem is scheduling, not reputation management. Recurring complaints are free consulting.

### Stay compliant

- [ ] 53 **Never pay or reward people for reviews.** Discounts, gift cards and contest entries in exchange for reviews break Google's policy and can lead to removed reviews or a restricted profile.
- [ ] 54 **Don't filter who you ask.** Google forbids "review gating", where only happy customers are sent to Google. Ask everyone the same way.
- [ ] 55 **Know the FTC review rule.** Since October 21, 2024, the FTC can seek civil penalties for fake reviews, reviews bought for a particular sentiment, undisclosed reviews from employees, and review suppression.
- [ ] 56 **Keep employees and family from reviewing you.** Reviews from people with a conflict of interest violate Google's rules and the FTC rule. Tell your team in writing.

### Beyond Google

- [ ] 57 **Pick the second review site that matters in your industry.** Houzz or Angi for remodelers, Avvo and Martindale for lawyers, Healthgrades for doctors, TripAdvisor for hospitality, BBB for many trades.
- [ ] 58 **Treat Yelp differently.** Yelp's rules discourage asking customers for reviews. Claim the page, complete it, respond to reviews, and let reviews come naturally.
- [ ] 59 **Show reviews on your website.** Feature real, attributed reviews on service and location pages. Copy the text with the customer's first name and the source rather than a widget that slows the page.
- [ ] 60 **Track your rating across platforms.** A monthly snapshot of review count and rating on Google, Facebook, Yelp and your industry site shows whether your reputation is growing or slipping.

## Part 4 — Website and location pages (steps 61–81)

Your site has to confirm everything your Business Profile claims and give Google a page that matches each service and place.

## Sitewide basics

- [ ] 61 **Show your NAP in the footer.** Name, address (or service area) and phone on every page, in text rather than an image, matching your Business Profile character for character.
- [ ] 62 **Build a real contact page.** Address, phone, email, hours, an embedded map, parking or arrival notes, and a short form. It is the page Google and customers check to confirm where you are.
- [ ] 63 **Make the phone number tappable.** Wrap every phone number in a tel: link. Many local searches happen on phones, and a number people have to copy is a lost call.
- [ ] 64 **Add trust signals near the top.** Licenses, insurance, years in business, BBB rating, manufacturer certifications and recognizable local clients.
- [ ] 65 **Publish a factual About page.** Founder, founding year, team photos, community involvement and the areas you serve. It reinforces who you are for people and for search engines.

## Service pages

- [ ] 66 **Give each core service its own page.** "Furnace repair", "furnace replacement" and "boiler service" each deserve a page with its own target keyword, rather than one long list.
- [ ] 67 **Answer the buyer's real questions.** Cost range, timeline, what's included, warranties and permits. A page that answers "how much does it cost in St. Louis?" beats a generic one.
- [ ] 68 **Show local proof on each service page.** Project photos, a short case study from a named suburb and two or three reviews that mention that service.
- [ ] 69 **End every service page with one clear next step.** "Call (314) ..." or "Get a free estimate" above the fold and again at the end. Visitors from local searches are usually ready to act.

## Location and service-area pages

- [ ] 70 **Create a page for each city or area you truly serve.** A Chesterfield page, a St. Charles page, a South County page, each with unique content. Pages that only swap the city name are thin content and rarely rank.
- [ ] 71 **Make every location page genuinely local.** Mention neighborhoods, landmarks, local codes or conditions (older brick homes in Soulard, clay soil in West County), projects you finished there, and directions.
- [ ] 72 **Embed a map and directions on physical-location pages.** A Google Map of your office plus written directions from a major road or highway exit.
- [ ] 73 **Link location pages from the navigation or a hub page.** An "Areas we serve" hub that links to every city page keeps them from becoming orphans that Google rarely crawls.
- [ ] 74 **Don't create pages for places you can't serve.** Fake doorway pages for 60 suburbs dilute your site and mislead customers. Build fewer, better pages.

## On-page elements

- [ ] 75 **Write title tags with service and city.** "Roof Repair in Kirkwood, MO | Company Name" in roughly 60 characters. Put the most important words first.

- [ ] 76 **Write meta descriptions that earn the click.** One or two sentences with the service, the place and a reason to choose you, around 150 characters.
- [ ] 77 **Use one clear H1 per page.** Match it to the page's main keyword, then use H2s for the questions and subtopics people search.
- [ ] 78 **Keep URLs short and descriptive.** /roof-repair-kirkwood/ beats /services/page-id=4421. Once a URL ranks, don't change it without a 301 redirect.
- [ ] 79 **Use descriptive image file names and alt text.** "tuckpointing-brick-home-webster-groves.jpg" with alt text describing the image. Compress every image before upload.
- [ ] 80 **Link internally with descriptive anchors.** Link from blog posts to service pages and from service pages to related location pages, using words that describe the destination.
- [ ] 81 **Add an FAQ section to key pages.** Five to eight real questions from customer calls and People Also Ask, answered in two to four sentences each.

## Part 5 — Technical SEO and schema (steps 82–97)

If Google can't crawl, load or understand your pages, nothing else on this list counts.

### Crawling and indexing

- [ ] 82 **Verify the site in Google Search Console.** Add the domain property, submit your XML sitemap and check the Page indexing report for important pages that aren't indexed.
- [ ] 83 **Verify the site in Bing Webmaster Tools.** Import from Search Console in a few clicks, submit the sitemap and turn on IndexNow so new pages get discovered quickly.
- [ ] 84 **Keep a clean XML sitemap.** Include only live, indexable pages you want ranked, with accurate lastmod dates. Remove redirects, 404s and thin tag pages.
- [ ] 85 **Fix broken links and redirect chains.** Run a crawl with Screaming Frog or a site audit tool quarterly. Point old URLs straight to their final destination with a single 301.
- [ ] 86 **Use HTTPS everywhere.** Every page should load securely with no mixed-content warnings. Browsers mark insecure forms, and visitors notice.
- [ ] 87 **Remove or merge duplicate pages.** Old near-identical location pages, staging copies and parameter URLs split your signals. Consolidate them with 301 redirects or canonical tags.

### Speed and mobile

- [ ] 88 **Pass Core Web Vitals.** Target Largest Contentful Paint under 2.5 seconds, Interaction to Next Paint under 200 milliseconds and Cumulative Layout Shift under 0.1, measured in Search Console and PageSpeed Insights.
- [ ] 89 **Test on a real phone.** Open your top pages on an average Android phone over cellular. Check that buttons are easy to tap, text is readable without zooming, and pop-ups don't cover the content.
- [ ] 90 **Trim heavy scripts and plugins.** Chat widgets, sliders, tracking tags and unused plugins slow local sites more than anything else. Remove what you don't use.

- [ ] 91 **Serve modern, compressed images.** Use WebP or AVIF, size images to how they're displayed, and lazy-load anything below the fold.

### Structured data

- [ ] 92 **Add LocalBusiness schema with the most specific type.** Use Plumber, Dentist, Attorney, RoofingContractor or another precise subtype, with name, address, phone, hours, geo-coordinates, logo and areaServed.
- [ ] 93 **Connect your profiles with sameAs.** List your Google Business Profile, Facebook, LinkedIn, Yelp, BBB and industry profile URLs so search engines can tie them to one entity.
- [ ] 94 **Mark up services.** Use Service schema on service pages with the service name, a description, the provider and the area served.
- [ ] 95 **Mark up FAQs and breadcrumbs.** FAQPage and BreadcrumbList schema help machines read the page structure, even where Google no longer shows FAQ rich results for most sites. Keep the markup identical to the visible text.
- [ ] 96 **Don't mark up your own reviews for stars.** Google doesn't show star ratings for reviews a LocalBusiness publishes about itself. Mark up reviews only where the rules allow, and never invent ratings.
- [ ] 97 **Validate everything.** Test pages with Google's Rich Results Test and the Schema.org validator after every template change.

## Part 6 — Listings and citations (steps 98–113)

Every listing that shows your name, address and phone is a data point search engines and AI tools compare. Make them all agree.

### The core platforms

- [ ] 98 **Claim Apple Business Connect.** Apple Maps powers Siri and iPhone map searches. Add your hours, photos, categories and a logo, and use Showcases for offers.
- [ ] 99 **Claim Bing Places for Business.** You can import directly from your Google Business Profile. Bing's data feeds Microsoft Copilot and other search experiences.
- [ ] 100 **Claim and complete your Yelp page.** Even if you never promote it, Yelp data appears in other apps and services. Add photos, hours, services and a full description.
- [ ] 101 **Complete your Facebook business page.** Same name, address, phone, hours and category as everywhere else, with a link to your site and regular posts.
- [ ] 102 **Set up a Nextdoor business page.** Neighborhood recommendations carry real weight in suburbs like Ballwin, Kirkwood and O'Fallon. Claim the page and ask happy customers to recommend you there.
- [ ] 103 **Get accredited or listed with the BBB.** BBB serving Eastern Missouri & Southern Illinois is a recognized local trust signal, and BBB pages rank for many brand searches.

### Aggregators and directories

- [ ] 104 **Submit to the main data aggregators.** Data Axle, Foursquare and Localeze supply business data to hundreds of apps, maps and directories. Fix your data at the source and it spreads.
- [ ] 105 **List in your industry's directories.** Avvo and Justia for lawyers, Healthgrades and Zocdoc for medical, Houzz and Angi for home services, Thumbtack where your customers actually look.
- [ ] 106 **Join local organizations that list members.** The St. Louis Regional Chamber, your suburb's chamber (Chesterfield, Kirkwood-Des Peres, O'Fallon and others) and trade associations publish member directories with real local relevance.
- [ ] 107 **Add yourself to city and county resources.** Business districts, neighborhood associations and municipal business directories are trusted, local and often free.
- [ ] 108 **Use a citation tool for scale.** BrightLocal, Whitespark or Moz Local can find, build and track citations faster than doing it by hand. Keep a spreadsheet of every login.

### Clean-up and consistency

- [ ] 109 **Audit existing citations for errors.** Search old phone numbers, past addresses and earlier business names. Each inaccurate listing tells search engines your data can't be trusted.
- [ ] 110 **Use one exact format everywhere.** Decide on "Suite 200" vs "Ste 200" and one phone format, then use it on every listing. Small differences add up across hundreds of sites.
- [ ] 111 **Find and merge duplicate listings.** Duplicates split reviews and confuse Google. Request a merge or removal through each platform's support, starting with Google.
- [ ] 112 **Update every listing after a move or rebrand.** Change the aggregators and core platforms first, then the rest. Expect the full cleanup to take several months.
- [ ] 113 **Copy your competitors' best citations.** Use a citation or backlink tool to see where top-ranking rivals are listed that you aren't, then close the gap.

## Part 7 — Local links, PR and content (steps 114–129)

Links and mentions from real local websites are how Google judges prominence. Earn them by doing things worth writing about.

### Local links and PR

- [ ] 114 **Sponsor local teams, events and charities.** Youth sports leagues, 5Ks, church festivals and school fundraisers usually list sponsors with a link. Pick causes you actually care about.
- [ ] 115 **Get listed by your suppliers and partners.** Manufacturers' "find a dealer" pages, distributors and partner businesses often link to installers and pros. Ask for it.
- [ ] 116 **Offer testimonials to vendors you use.** Your accountant, software provider or equipment supplier may publish your quote with a link back.
- [ ] 117 **Pitch local media with real stories.** The St. Louis Business Journal, St. Louis Post-Dispatch, local TV stations, community papers and neighborhood blogs cover milestones, expert tips, hiring and community work.

- [ ] 118 **Become the local expert source.** Offer reporters quick, quotable advice on seasonal topics: frozen pipes, storm damage, tax deadlines, back-to-school safety.
- [ ] 119 **Enter local awards and lists.** Business awards, "best of" readers' polls and industry recognitions earn links and credibility. List the wins on your site.
- [ ] 120 **Host or speak at local events.** Workshops at the library, chamber lunch-and-learns or a booth at a neighborhood festival create event listings, photos and mentions.
- [ ] 121 **Turn unlinked mentions into links.** Search your business name in Google or a monitoring tool. When a site mentions you without a link, ask politely for one.
- [ ] 122 **Avoid paid link schemes.** Buying links, link networks and spammy directories break Google's spam policies and can cost you rankings. Earn local links that real customers might click.

### Local content

- [ ] 123 **Publish local guides people will use.** "A Homeowner's Guide to St. Louis County Permits" or "When to Replace a Sewer Line in an Older St. Louis Home" answers real questions and attracts links.
- [ ] 124 **Write project case studies by neighborhood.** A named suburb, the problem, what you did, photos and the result. These pages rank for long-tail searches and prove experience.
- [ ] 125 **Answer cost questions honestly.** A page on what a service typically costs in St. Louis, what pushes the price up or down and how to compare quotes earns trust and searches.
- [ ] 126 **Create seasonal content ahead of the season.** Publish winter prep in October and AC content in April so pages have time to get indexed and rank before demand peaks.
- [ ] 127 **Make a short video for each core service.** Post it on YouTube with a full description, embed it on the service page and share it on your Business Profile.
- [ ] 128 **Repurpose every piece.** One blog post can become a GBP post, a social post, an email and a short video script. Same work, more reach.
- [ ] 129 **Refresh your best pages every 6–12 months.** Update prices, photos, examples and dates on your top-traffic pages, and add a short note on what changed.

## Part 8 — AI search, tracking and growth (steps 130–151)

Measure what's working, protect your rankings from spam and get ready for AI answers that recommend businesses by name.

### AI search visibility

- [ ] 130 **Ask the AI tools about your category.** Run "best [service] in St. Louis" and "[service] near Chesterfield" in ChatGPT, Gemini, Perplexity, Copilot and Google's AI Mode each month. Note who gets named and which sources they cite.
- [ ] 131 **Get onto the sources AI tools cite.** The directories, lists and articles that show up in those answers are your outreach targets. Claim, complete or get included on them.

- [ ] 132 **Keep your business facts identical everywhere.** Same name, services, service area, founding year and description on your site, Business Profile and listings, so AI tools can confirm them.
- [ ] 133 **Write answer-first pages.** Put a direct answer to the main question in the first 100–150 words of each service and location page. AI tools quote clear, self-contained passages.
- [ ] 134 **Let AI crawlers read your site.** Check robots.txt so OAI-SearchBot, PerplexityBot, Bingbot and Googlebot aren't blocked, and make sure your content loads as HTML without relying on JavaScript.
- [ ] 135 **Go deeper with our AI search checklist.** For the full process, work through our AI Search Checklist after the local basics are in place.

## Tracking and reporting

- [ ] 136 **Read your Business Profile performance report monthly.** Track searches, views, calls, website clicks and direction requests, and note which search terms people used to find you.
- [ ] 137 **Use geo-grid rank tracking.** Local Falcon, BrightLocal or Places Scout shows your map ranking at each point across a grid of your area, so you can see where you're strong and where you disappear.
- [ ] 138 **Track organic search by page in Search Console.** Watch impressions, clicks and position for service and location pages, filtered by city and service queries.
- [ ] 139 **Set up GA4 conversions.** Count calls, form submissions, booking clicks and direction clicks as key events, and segment traffic from your Business Profile using the UTM tags.
- [ ] 140 **Track phone calls properly.** Use a call tracking tool with dynamic numbers on the website only, and keep your main NAP number consistent on your Business Profile and every listing.
- [ ] 141 **Separate AI referral traffic.** Create a GA4 segment for visits from chatgpt.com, perplexity.ai, gemini.google.com and copilot.microsoft.com to see whether AI visibility brings visits.
- [ ] 142 **Report monthly on leads, not just rankings.** Calls, forms and booked jobs are the numbers that matter. Rankings explain why leads moved.

## Spam fighting and competitors

- [ ] 143 **Check the map for fake listings.** Look for keyword-stuffed names, virtual-office addresses and duplicate profiles in your category. Spam listings take spots that should be yours.
- [ ] 144 **Report spam the right way.** Use "Suggest an edit" in Google Maps for single listings and the Business Redressal Complaint Form for persistent or larger spam, with screenshots as evidence.
- [ ] 145 **Watch competitors' changes.** Note when rivals change categories, add services, launch new location pages or gain a burst of reviews. Their tests teach you what's working.
- [ ] 146 **Protect your own profile.** Keep strong passwords and two-step verification on the Google account that owns your profile, and review who has access every quarter.

## Multiple locations

- [ ] 147 **Create one Business Profile per real location.** Each must have its own staffed address and signage. Virtual offices and coworking desks without staff usually get suspended.

- [ ] 148 **Give each location its own landing page.** Unique content, local photos, that location's reviews, its NAP and embedded map, linked from that location's Business Profile.
- [ ] 149 **Use bulk verification at 10+ locations.** Businesses with 10 or more locations can request bulk verification and manage them in one business group.
- [ ] 150 **Keep naming consistent across locations.** "Company Name – Chesterfield" only if that's how the location is branded in the real world. Otherwise use the plain business name.
- [ ] 151 **Track every location separately.** Averages hide problems. One location with a bad month of reviews or a suspension can drag down the whole brand.

**Want help with the steps you haven't checked yet?**
INSITE ADVICE · St. Louis digital marketing · insiteadvice.com
Interactive checklist with saved progress: https://insiteadvice.com/local-seo-checklist/