

Local SEO Checklist 2025

Highest Priority

- Claim and verify your Google Business Profile.
- Add complete details to your Google Business Profile, including 3 high-quality photos.
- Research 10 location-specific local keywords.
- Create 10 location-specific landing pages to target these keywords.
- Audit and correct one inconsistent business listing.

Medium Priority

- Set up a review request process and send it to 5 recent customers.
- Respond to 5 reviews (positive or negative).
- Optimize metadata (title tag and meta description) and H1 for one page.
- Submit your business to one new business directory.
- Test and improve website speed for one key page.
- Add local schema markup to one key page.

Low Priority

- Build one local backlink by collaborating with a local blog, business, or local news site.
- Publish a blog post about a local event to connect with the community and improve rankings.