

Checklist

Multi-Location SEO Checklist

- Google Business Profile Setup

| TASK | STATUS |
|--|-------------------------------------|
| • GBP profiles created for each location | <input checked="" type="checkbox"/> |
| • Profiles verified and claimed | <input checked="" type="checkbox"/> |
| • Accurate address, phone, hours entered | <input checked="" type="checkbox"/> |
| • Primary category selected | <input checked="" type="checkbox"/> |
| • 5–10 secondary categories added | <input checked="" type="checkbox"/> |
| • 20+ high-quality photos per location | <input checked="" type="checkbox"/> |
| • Business description written (location-specific if possible) | <input checked="" type="checkbox"/> |
| • Website URL linked correctly | <input checked="" type="checkbox"/> |
| • Services/products listed | <input checked="" type="checkbox"/> |

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- Website and Location Pages

| TASK | STATUS |
|--|-------------------------------------|
| <ul style="list-style-type: none">Location pages created with unique URLs | <input checked="" type="checkbox"/> |
| <ul style="list-style-type: none">800–1,500 words unique content per location | <input checked="" type="checkbox"/> |
| <ul style="list-style-type: none">Location-specific H1 tags implemented | <input checked="" type="checkbox"/> |
| <ul style="list-style-type: none">Meta descriptions written (under 160 characters) | <input checked="" type="checkbox"/> |
| <ul style="list-style-type: none">Local schema markup added (LocalBusiness, PostalAddress) | <input checked="" type="checkbox"/> |
| <ul style="list-style-type: none">Images optimized with descriptive filenames and alt text | <input checked="" type="checkbox"/> |
| <ul style="list-style-type: none">Internal links created (homepage → location pages → service pages) | <input checked="" type="checkbox"/> |
| <ul style="list-style-type: none">Mobile responsiveness tested | <input checked="" type="checkbox"/> |
| <ul style="list-style-type: none">Page speed optimized (aim for 2–3 second load time) | <input checked="" type="checkbox"/> |

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- Keywords and Content

| TASK | STATUS |
|---|-------------------------------------|
| <ul style="list-style-type: none">Location keywords mapped (one primary keyword per location) | <input checked="" type="checkbox"/> |
| <ul style="list-style-type: none">Keyword cannibalization audit completed | <input checked="" type="checkbox"/> |
| <ul style="list-style-type: none">FAQs written for each location | <input checked="" type="checkbox"/> |
| <ul style="list-style-type: none">Team member profiles created (if applicable) | <input checked="" type="checkbox"/> |
| <ul style="list-style-type: none">Local testimonials collected and displayed | <input checked="" type="checkbox"/> |
| <ul style="list-style-type: none">Service variations explained (if different by location) | <input checked="" type="checkbox"/> |

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- Citations and Directories

| TASK | STATUS |
|---|-------------------------------------|
| <ul style="list-style-type: none">Google Business Profile citations (all locations) | <input checked="" type="checkbox"/> |
| <ul style="list-style-type: none">Apple Maps listings (all locations) | <input checked="" type="checkbox"/> |
| <ul style="list-style-type: none">Yelp profiles claimed and optimized | <input checked="" type="checkbox"/> |
| <ul style="list-style-type: none">BBB listings created | <input checked="" type="checkbox"/> |
| <ul style="list-style-type: none">Industry-specific directories (3–5 top-tier platforms) | <input checked="" type="checkbox"/> |
| <ul style="list-style-type: none">Local chamber of commerce listings | <input checked="" type="checkbox"/> |
| <ul style="list-style-type: none">NAP consistency audit completed | <input checked="" type="checkbox"/> |
| <ul style="list-style-type: none">Citation management tool selected (Moz Local, Yext, etc.) | <input checked="" type="checkbox"/> |

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- **Reviews and Reputation**

| TASK | STATUS |
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| • Review request system implemented (email, SMS, QR codes) | <input checked="" type="checkbox"/> |
| • Google review prompts enabled on GBP | <input checked="" type="checkbox"/> |
| • Staff trained on review management protocols | <input checked="" type="checkbox"/> |
| • Review monitoring tool in place | <input checked="" type="checkbox"/> |
| • Response templates created | <input checked="" type="checkbox"/> |
| • Review strategy goals set by location | <input checked="" type="checkbox"/> |

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- Link Building and Authority

| TASK | STATUS |
|---|-------------------------------------|
| • Local PR strategy outlined | <input checked="" type="checkbox"/> |
| • Local news contacts identified | <input checked="" type="checkbox"/> |
| • Chamber of commerce membership | <input checked="" type="checkbox"/> |
| • Sponsorship opportunities identified | <input checked="" type="checkbox"/> |
| • Local guest posting targets identified | <input checked="" type="checkbox"/> |
| • Partnerships with complementary local businesses explored | <input checked="" type="checkbox"/> |

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- Tracking and Measurement

| TASK | STATUS |
|---|-------------------------------------|
| <ul style="list-style-type: none">Google Search Console verified (all locations) | <input checked="" type="checkbox"/> |
| <ul style="list-style-type: none">Google Analytics 4 implemented | <input checked="" type="checkbox"/> |
| <ul style="list-style-type: none">Conversion goals defined | <input checked="" type="checkbox"/> |
| <ul style="list-style-type: none">Call tracking set up (CallRail, Google Call Extensions) | <input checked="" type="checkbox"/> |
| <ul style="list-style-type: none">Local rank tracking tool subscribed | <input checked="" type="checkbox"/> |
| <ul style="list-style-type: none">Monthly reporting dashboard created | <input checked="" type="checkbox"/> |
| <ul style="list-style-type: none">Competitor rank tracking started | <input checked="" type="checkbox"/> |