

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
• Location pages created with unique URLs	<input checked="" type="checkbox"/>
• 800–1,500 words unique content per location	<input checked="" type="checkbox"/>
• Location-specific H1 tags implemented	<input checked="" type="checkbox"/>
• Meta descriptions written (under 160 characters)	<input checked="" type="checkbox"/>
• Local schema markup added (LocalBusiness, PostalAddress)	<input checked="" type="checkbox"/>
• Images optimized with descriptive filenames and alt text	<input checked="" type="checkbox"/>
• Internal links created (homepage → location pages → service pages)	<input checked="" type="checkbox"/>
• Mobile responsiveness tested	<input checked="" type="checkbox"/>
• Page speed optimized (aim for 2–3 second load time)	<input checked="" type="checkbox"/>

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- **Keywords and Content**

TASK	STATUS
• Location keywords mapped (one primary keyword per location)	<input checked="" type="checkbox"/>
• Keyword cannibalization audit completed	<input checked="" type="checkbox"/>
• FAQs written for each location	<input checked="" type="checkbox"/>
• Team member profiles created (if applicable)	<input checked="" type="checkbox"/>
• Local testimonials collected and displayed	<input checked="" type="checkbox"/>
• Service variations explained (if different by location)	<input checked="" type="checkbox"/>

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- **Citations and Directories**

TASK	STATUS
• Google Business Profile citations (all locations)	<input checked="" type="checkbox"/>
• Apple Maps listings (all locations)	<input checked="" type="checkbox"/>
• Yelp profiles claimed and optimized	<input checked="" type="checkbox"/>
• BBB listings created	<input checked="" type="checkbox"/>
• Industry-specific directories (3–5 top-tier platforms)	<input checked="" type="checkbox"/>
• Local chamber of commerce listings	<input checked="" type="checkbox"/>
• NAP consistency audit completed	<input checked="" type="checkbox"/>
• Citation management tool selected (Moz Local, Yext, etc.)	<input checked="" type="checkbox"/>

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- **Reviews and Reputation**

TASK	STATUS
• 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
• Google Search Console verified (all locations)	<input checked="" type="checkbox"/>
• Google Analytics 4 implemented	<input checked="" type="checkbox"/>
• Conversion goals defined	<input checked="" type="checkbox"/>
• Call tracking set up (CallRail, Google Call Extensions)	<input checked="" type="checkbox"/>
• Local rank tracking tool subscribed	<input checked="" type="checkbox"/>
• Monthly reporting dashboard created	<input checked="" type="checkbox"/>
• Competitor rank tracking started	<input checked="" type="checkbox"/>