

Local SEO Launch Checklist

Business: _____ Location/service area: _____ Owner: _____

Google Business Profile

Use the official profile for a real, eligible business location or service area. Verify access before editing.

Check	Pass when...	Priority	Done
01. Claim/verify profile	Owner can access the correct profile.	Must	[]
02. Name matches business	Profile name reflects the real-world business name.	Must	[]
03. Primary category fits	Primary category describes the main service.	Must	[]
04. Address/service area is true	Displayed location and service area match eligibility and operations.	Must	[]
05. Hours are current	Regular and special hours reflect actual availability.	Must	[]
06. Phone and website work	Primary contact paths resolve and are answered.	Must	[]

- Record the profile URL and owner in your internal launch log.
- Reference: [Google Business Profile Help](#) — edit profile information and service areas.

Findings / URLs / owner / next action

Website and NAP

NAP means name, address, and phone. Keep public facts consistent where the business is actually listed.

Check	Pass when...	Priority	Done
01. Contact page reflects reality	Published business details match operational facts.	Must	[]
02. Location page is useful	Each real location has distinct service and contact information.	Must	[]
03. Map link is correct	Link points to the real location or profile.	Optional	[]
04. Mobile contact works	Tap-to-call, form, and directions work on mobile.	Must	[]
05. Existing listings reviewed	High-value existing directory profiles show the correct facts.	Must	[]
06. Old addresses handled	Closed or moved locations are updated on owned profiles.	Must	[]

- Citation worksheet: list the directory, URL, current facts, correction owner, and verified date. Prioritize directories customers actually use in your market.

Findings / URLs / owner / next action

Local page and schema

Use LocalBusiness structured data only for an eligible real entity and facts that match the page.

Check	Pass when...	Priority	Done
01. Relevant service copy	Page explains services offered in this location.	Must	[]
02. Real address only	Street address appears only if the location serves customers there.	Must	[]
03. Schema facts match page	Name, phone, address, and hours align with visible content.	Must	[]
04. Canonical is correct	Location URL is its intended indexable canonical.	Must	[]
05. Internal links exist	Relevant service and region pages link to this page.	Must	[]
06. Images are representative	Photos depict the actual business and have appropriate alt text.	Optional	[]

- Validate the deployed URL with Google's Rich Results Test and inspect the rendered HTML.

Findings / URLs / owner / next action

Reviews and measurement

Ask for honest reviews without incentives and monitor the signals you can verify.

Check	Pass when...	Priority	Done
01. Review link is easy to use	A verified profile review link is available to customers.	Optional	[]
02. Requests are neutral	Requests do not condition a review on a positive outcome.	Must	[]
03. Response owner named	A team member owns timely, respectful responses.	Optional	[]
04. Search Console set up	Correct domain property and sitemap are available.	Must	[]
05. Analytics checked	Key contact actions are measured with consent settings respected.	Must	[]
06. Baseline recorded	Record date, profile views/actions, search clicks, and enquiries.	Must	[]

- Review monthly: profile changes, broken contact paths, top local queries, and conversion events.

Findings / URLs / owner / next action

Local SEO Launch Checklist / source and hand-off

Keep a link to each profile, listing, and verification in the working project record.

- Google Business Profile Help: <https://support.google.com/business/answer/3039617>
- Google service-area guidance: <https://support.google.com/business/answer/9157481>
- Google Search Central technical requirements: <https://developers.google.com/search/docs/essentials/technical>
- Google structured data policies: <https://developers.google.com/search/docs/appearance/structured-data/sd-policies>
- Handoff: log open issues, owner, next check date, and the source used to verify each business fact.

Findings / URLs / owner / next action
