

SCALECRO PLAYBOOK

Local SEO Checklist

Everything that has to be right — GBP, NAP, citations, reviews, on-page, technical — before you spend a dollar on local ads.

ScaleCRO · Growth marketing for teams that want revenue, not reports.
scalecro.com

How to use this checklist

Work top-to-bottom. Every item is a real check we run on client accounts. If you can't tick a box, that's a finding worth investigating before you spend another dollar.

Google Business Profile

- ☐ Business name matches your legal / signage name exactly (no keyword stuffing).
- ☐ Primary category is the most specific accurate option; secondary categories cover related services.
- ☐ Service area or address is set correctly (SAB vs storefront).
- ☐ Hours are accurate, including special holiday hours.
- ☐ At least 10 recent, geo-tagged photos of the storefront, team, and work.
- ☐ Products / Services sections are populated with descriptions and prices where possible.
- ☐ Q&A section is seeded with the top 5 questions customers actually ask.
- ☐ Google Posts are published weekly (updates, offers, events).

NAP and citations

- ☐ Name, Address, Phone are byte-identical across GBP, website, and every citation.
- ☐ Top-tier citations (Bing, Apple Maps, Yelp, Facebook, industry directories) all claimed.
- ☐ Duplicate GBP listings have been reported and merged.
- ☐ Any old NAP from a move or rebrand has been updated everywhere it appears.

Reviews and reputation

- ☐ Automated review request flow (email + SMS) fires after every closed job.
- ☐ Google review count and rating meet or beat the top-3 local competitors.
- ☐ Every review (positive and negative) gets a response within 48 hours.
- ☐ Reviews are being generated on secondary platforms (Facebook, industry-specific).
- ☐ Zero fake, incentivized, or gated reviews.

On-page and content

- ☐ Homepage title tag names the primary service + city.
- ☐ Dedicated service pages exist for each core offering (not one 'Services' dump page).
- ☐ Location pages exist for each city / region you actually serve.

- ☐ LocalBusiness schema is implemented site-wide with matching NAP.
- ☐ Internal linking connects service pages to location pages logically.
- ☐ Contact page has an embedded Google Map + tap-to-call phone number.

Technical SEO

- ☐ Site loads in under 2.5s LCP on mobile.
- ☐ Mobile UX passes Core Web Vitals (LCP, INP, CLS).
- ☐ HTTPS is enforced site-wide with no mixed-content warnings.
- ☐ XML sitemap is submitted and clean; robots.txt isn't blocking key routes.
- ☐ Broken links, redirect chains, and orphan pages are cleaned up.

Local link building

- ☐ Sponsorships, partnerships, and event links from local .org / .edu / news sites.
- ☐ Chamber of Commerce and industry association memberships link back.
- ☐ Guest posts or expert quotes on local news / lifestyle publications.

Tracking and measurement

- ☐ GA4 tracks form submissions, calls, direction clicks, and booking events.
- ☐ Call tracking with dynamic number insertion is running on the website.
- ☐ GBP Insights are reviewed monthly (searches, actions, direction requests).
- ☐ Rank tracking is set up for the 5x5 (or 7x7) grid around each location.

Want us to run this on your account?

Book a free audit at scalecro.com/free-audit and we'll walk you through what we'd fix, prioritize, and what it's likely worth in revenue.