

A Complete Step-by-Step Local SEO Checklist

This plan synthesizes best practices into a phased implementation.



Phase 1: Foundation

Weeks 1-2

- ☒ **GBP** Claim and verify the Google Business Profile.
- ☒ **GBP** Set up the profile as a Service Area Business, hide the physical address, and define 20 Bay Area service areas (cities/counties).
- ☒ **GBP** Complete 100% of the profile: business description, hours, photos, services, and social media links.
- ☒ **NAP** Finalize the 100% consistent Name, Address (if public), and Phone Number to be used everywhere.
- ☒ **Website** Set up Google Search Console and Google Analytics 4 (GA4).
- ☒ **Website** Implement LocalBusiness schema with the areaServed property on the website.



Phase 2: Content & On-Page

Weeks 3-8

- ☒ **Keywords** Conduct local keyword research for the 5 highest-priority service cities.
- ☒ **Content** Create 5 unique, helpful geo-landing pages for those 5 priority cities. Each must include local testimonials, case studies, or local flavor.
- ☒ **Content** Write and publish 2 expert-driven blog posts (e.g., "FAQs About...") designed to answer common questions and feed AIOs.
- ☒ **GBP** Pre-load the GBP Q&A section with 10 conversational, commonly asked questions and provide helpful, keyword-rich answers.



Phase 3: Authority & Reputation

Ongoing

- ☒ **Paid** Launch a Google Local Service Ads (LSA) campaign to generate immediate, high-trust leads.
- ☒ **Citations** Conduct a citation audit. Build and/or clean up the top 20 most important local and industry citations.
- ☒ **Backlinks** Secure 1 high-authority Bay Area backlink (e.g., join a Chamber of Commerce or pitch a local story).
- ☒ **Reviews** Implement the "operational ask" process (text/email link) to generate new reviews.
- ☒ **Reviews** Set up a process to monitor and respond to all reviews (positive and negative) within 24 hours.

