

Local SEO Checklist (2025)

Ensure your business is "Green-lit" for local search success. Complete the audit and save as PDF.

BUSINESS NAME

Enter Business Name

AUDIT DATE

mm/dd/yyyy

AUDITOR NAME

Greenlead Expert



Business Setup

Task	Done	Notes
Confirm business name, address, phone number (NAP)	<input type="checkbox"/>	
Confirm website URL and business hours	<input type="checkbox"/>	
Identify service areas or locations	<input type="checkbox"/>	

Website & Analytics

Task	Done	Notes
Website created and mobile-responsive	<input type="checkbox"/>	

Google Search Console connected	<input type="checkbox"/>	<div></div>
Google Analytics 4 installed	<input type="checkbox"/>	<div></div>
Bing Webmaster Tools set up	<input type="checkbox"/>	<div></div>

Google Business Profile

Task	Done	Notes
Google Business Profile claimed	<input type="checkbox"/>	<div></div>
Profile verified	<input type="checkbox"/>	<div></div>
Primary and secondary categories selected	<input type="checkbox"/>	<div></div>
Optimized business description written	<input type="checkbox"/>	<div></div>
High-quality photos and services added	<input type="checkbox"/>	<div></div>

Reviews & Citations

Task	Done	Notes
Core review profiles (Yelp, Bing, etc.) created	<input type="checkbox"/>	<div></div>

Review response strategy implemented	<input type="checkbox"/>	<div></div>
Citation audit completed	<input type="checkbox"/>	<div></div>
NAP consistency fixed across directories	<input type="checkbox"/>	<div></div>

Checklist provided by [IDRISYAU.COM](#) | Powered by **Greenlead Digital**