

# 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

**Audit Completion Score**

0%

## 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"/>	
Google Analytics 4 installed	<input type="checkbox"/>	
Bing Webmaster Tools set up	<input type="checkbox"/>	

## Google Business Profile

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

## Reviews & Citations

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

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

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