

LOCAL SEO · EXECUTION & MAINTENANCE CHECKLIST

Fix First. Build Proof. *Maintain the System.*

A practical checklist for improving local visibility, Google Maps rankings, calls, bookings, forms, and revenue. Work through it in order, mark priority, and protect the foundation.

LOCAL BUSINESS OWNERS SERVICE AREA BUSINESSES MULTI-LOCATION BRANDS FRANCHISES
LOCAL SEO TEAMS AGENCIES

9
EXECUTION SECTIONS

130+
TRACKED TASKS

5
BUSINESS-TYPE PLAYBOOKS

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HOW TO USE THIS CHECKLIST

Don't do everything at once. Work in order — foundation, profile, pages, proof, prominence.

WORK IN THIS ORDER

- 1. Fix entity and tracking foundations.
- 2. Clean up Google Business Profile.
- 3. Strengthen local pages.
- 4. Clean citations.
- 5. Build a review system.
- 6. Build local prominence.
- 7. Add schema and technical support.
- 8. Maintain the system monthly.

USE THE STATUS & PRIORITY COLUMNS

- **Status:** Not started · In progress · Done · Blocked · Not relevant
- **Priority:** Critical · High · Medium · Low

The goal is not checklist completion. The goal is more local visibility, calls, bookings, and revenue.

PRIORITY RULES

What to fix immediately, what to batch later.

CRITICAL *Fix immediately*

- GBP access or ownership issue
- Wrong GBP primary category
- Fake, wrong, or inconsistent address
- Core pages not indexed
- Duplicate GBP or filtering issue
- Broken tracking
- Major NAP conflict
- GBP suspension risk

HIGH *Fix after critical blockers*

- Weak service pages
- Weak location pages
- No review request process
- Poor conversion paths
- Missing local proof
- Major citation issues
- Competitor link gap

MEDIUM *Useful, not the first constraint*

- Schema improvements
- Secondary citations
- GBP photo refreshes
- Internal link cleanup
- Page speed improvements
- GBP posts

LOW *Batch later*

- Minor metadata cleanup
- Low-value directory listings
- Cosmetic formatting issues
- Blog polish on non-money pages

01

SECTION 1

Entity & Tracking Foundation

Goal — Make sure the business data is clean and performance can actually be measured.

TASK	PRIORITY	STATUS	OWNER	NOTES
Confirm official business name	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Confirm address or service-area setup	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Confirm primary phone number	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Confirm canonical website URL	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Document source-of-truth NAP	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Confirm location-specific NAP for every branch	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Set up Google Search Console	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Set up GA4	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Track phone clicks	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Track form submissions	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Track booking completions	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Add UTM tracking to GBP website URL	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Confirm homepage is indexed	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Confirm core service pages are indexed	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Confirm location pages are indexed	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____

GBP UTM EXAMPLE ?utm_source=google&utm_medium=organic&utm_campaign=gbp

**DO NOT
MOVE
FORWARD
UNTIL**

NAP is documented, tracking works, and core money pages are indexed.

02 SECTION 2 Google Business Profile

Goal — Make GBP accurate, competitive, and conversion-ready.

TASK	PRIORITY	STATUS	OWNER	NOTES
Claim and verify GBP	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Confirm correct owner access	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Remove old agency or employee access	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Confirm business name matches real-world branding	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Confirm address or hidden-address setup	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Confirm map pin accuracy	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Confirm phone number	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Confirm website URL destination	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Confirm opening hours	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Add holiday hours	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Set correct primary category	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Compare category against top competitors	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Add relevant secondary categories	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Remove irrelevant categories	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Add real services/products	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Add logo and cover photo	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Add real team/location/work photos	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Check appointment or booking link	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Check Q&A and attributes	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Check duplicate listings	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Check practitioner-listing conflicts	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Check keyword-stuffed name risk	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____

**DO NOT
MOVE
FORWARD
UNTIL**

GBP name, category, address / service area, phone, website URL, and duplicate-listing risks are all checked.

03 SECTION 3 Local Pack Visibility Baseline

Goal — Understand where the business actually ranks from. Local visibility is a radius, not a single position.

TASK	PRIORITY	STATUS	OWNER	NOTES
Pick primary money keywords	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Run geo-grid from business address	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Run geo-grid from city center	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Run geo-grid at service-area edges	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Compare top 3 local-pack competitors	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Identify proximity-limited areas	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Identify areas organic pages need to support	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Save baseline screenshots / exports	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____

04 SECTION 4 Local Pages & Proof

Goal — Make sure the site proves the business can serve the customer.

TASK	PRIORITY	STATUS	OWNER	NOTES
Homepage clearly states services and location	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
NAP is visible and consistent	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Core service pages exist	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Service pages match search intent	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Service pages include proof, examples, FAQs, CTAs	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____

Local Pages & Proof

SECTION 04 · CONTINUED

TASK	PRIORITY	STATUS	OWNER	NOTES
Location pages have unique NAP, map, hours, proof	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Local landing pages include service proof	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Local landing pages include location proof	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Local landing pages include trust proof	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Local landing pages include conversion proof	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
City pages pass demand & SERP checks	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
City pages have real local proof	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Service-area pages reflect real coverage	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Important pages have tracked CTAs	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Important pages receive internal links	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____

RULE	<i>Local proof beats local word count.</i>
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DO NOT BUILD MORE PAGES UNTIL	<i>Core service and location pages are indexed, useful, proof-backed, and converting.</i>
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05 SECTION 5 Citations & Entity Consistency

Goal — Make sure the business data matches across important platforms. Clean citations before building more.

TASK	PRIORITY	STATUS	OWNER	NOTES
GBP NAP matches source of truth	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Website NAP matches source of truth	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Apple Maps listing is correct	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Bing Places listing is correct	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Yelp listing is correct	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Facebook business info is correct	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
BBB is correct where relevant	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Industry directories are checked	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Local directories are checked	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Old addresses are found and cleaned	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Old phone numbers are found and cleaned	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Old business names are found and cleaned	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Duplicate citations are found and resolved	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Listing logins are documented	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____

MANUAL SEARCH CHECKS

- "Business Name" "Old Phone Number"
- "Business Name" "Old Address"
- "Old Business Name" "City"
- "Phone Number" "Business Name"
- "Address" "Business Name"

06

SECTION 6 Reviews & Trust

Goal — Create consistent, fresh, specific trust. Build a review system, not random asks.

TASK	PRIORITY	STATUS	OWNER	NOTES
Compare review count against top competitors	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Compare average rating	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Compare review recency	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Compare review velocity	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Review request process exists	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Staff know when to ask for reviews	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Direct review link is correct	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Review requests are tracked monthly	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Positive reviews are answered	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Negative reviews are answered properly	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Recurring complaints are escalated internally	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Testimonials are added to service / location pages	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____

**DO
NOT
DO**

- Do not gate reviews.
- Do not buy reviews.
- Do not incentivize reviews against platform rules.
- Do not use fake reviews.
- Do not mark up reviews that are not visible on the page.

07

SECTION 7 Local Links & Prominence

Goal — Build real-world local and category authority. A good local backlink makes the business more believable in a specific market.

TASK	PRIORITY	STATUS	OWNER	NOTES
Identify top local-pack competitors	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Identify top organic competitors	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Compare competitor local links	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Compare competitor niche links	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
List supplier / vendor link opportunities	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
List partner / customer link opportunities	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Check chamber or local-association opportunities	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Check sponsorship opportunities	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Check local news / resource opportunities	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Find unlinked brand mentions	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Track acquired links by date / source / page	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____

AVOID

- Bulk directory spam
- Fake local-news networks
- Exact-match local anchor spam
- Irrelevant paid link blasts

08 SECTION 8 Schema & Technical Support

Goal — Help search engines crawl, index, and understand the right pages. Schema should describe reality, not manufacture it.

TASK	PRIORITY	STATUS	OWNER	NOTES
LocalBusiness schema added where appropriate	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Correct specific schema subtype used	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Organization schema used where appropriate	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Service schema added to service pages where useful	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
BreadcrumbList schema added	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
areaServed reflects real coverage	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
sameAs points to official profiles only	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Duplicate / conflicting plugin schema checked	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Review schema only used where visible & accurate	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Core pages indexed in GSC	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Money pages not blocked by robots / noindex	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Canonicals are correct	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Broken links to money pages are fixed	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Mobile usability is acceptable on money pages	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Old location URLs redirect correctly	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____

09 SECTION 9 Monthly Local SEO Checklist

Goal — Keep the system alive after setup. Cadence matters more than effort.

TASK	CADENCE	STATUS	OWNER	NOTES
Check GBP notifications / messages	WEEKLY	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Respond to new reviews	WEEKLY	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Check Q&A	WEEKLY	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Review missed calls	WEEKLY	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Review GBP Performance	MONTHLY	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Review GA4 conversions	MONTHLY	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Review GSC queries / pages	MONTHLY	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Run geo-grid checks	MONTHLY	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Add or refresh GBP photos	MONTHLY	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Review review velocity	MONTHLY	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Check new duplicate listings	MONTHLY	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Track new links / mentions	MONTHLY	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Refresh stale local proof	QUARTERLY	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Run citation spot checks	QUARTERLY	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Review schema output	QUARTERLY	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Run technical crawl	QUARTERLY	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Review competitor changes	QUARTERLY	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Update 90-day roadmap	QUARTERLY	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____

EVENT-TRIGGERED CHECKS

Run checks immediately after any of these events:

- relocation
- phone-number change
- GBP suspension / reinstatement
- migration
- service-area expansion / reduction
- rebrand
- new location launch
- website redesign
- new service launch
- major traffic or lead drop

10

BY BUSINESS TYPE

What to Prioritize for Your Business Type

Different business types share the same foundation but emphasize different parts of the system. Pick yours and start there.

STOREFRONT BUSINESSES

PRIORITIZE

- map pin accuracy
- opening hours
- location photos & directions
- parking / access info
- local reviews
- walk-in conversion actions
- location page proof

SERVICE AREA BUSINESSES

PRIORITIZE

- hidden / public address setup
- real service-area coverage
- response time by area
- lead quality by area
- service-area pages
- areaServed schema
- no fake storefronts or virtual offices

MULTI-LOCATION BUSINESSES

PRIORITIZE

- one GBP per real location
- unique NAP per branch
- unique location pages
- branch-level reviews
- duplicate listing monitoring
- parent / branch schema
- location-level reporting & link gaps

FRANCHISES

PRIORITIZE

- GBP ownership rules
- citation ownership rules
- location URL governance
- review workflows by franchisee
- local proof inside brand templates
- approval workflows
- location-level reporting

SMALL BUSINESSES — START HERE

A FOCUSED STARTING SEQUENCE

- Claim and verify GBP
- Clean NAP
- Build core service pages
- Fix top citations
- Track calls, forms, and bookings
- Review performance monthly
- Pick the correct primary category
- Set up GSC, GA4, and call tracking
- Start a review-request workflow
- Add local proof to money pages
- Build a few genuine local links

Do not try to do everything at once. Fix the foundation, build proof, track leads, then expand.

11

ANTI-PATTERN REFERENCE

What Not to Do

Outdated and weak tactics that waste effort, create risk, or actively damage the entity.

OUTDATED / WEAK TACTIC	WHY IT'S A PROBLEM
Building citations before cleaning NAP	<i>Spreads bad data faster</i>
Creating city pages without proof	<i>Creates index bloat and doorway-page risk</i>
Using fake addresses or virtual offices	<i>GBP eligibility and trust risk</i>
Keyword-stuffing GBP business names	<i>Suspension risk</i>
Adding LocalBusiness schema everywhere	<i>Creates entity confusion</i>
Treating GBP posts as a major ranking lever	<i>Misplaces effort</i>
Buying bulk directory submissions	<i>Low-value noise</i>
Exact-match local anchor spam	<i>Unnatural link profile</i>
Fake departments or practitioner listings	<i>Manufactures entities that do not exist</i>
Reporting rankings from one location	<i>Misses visibility-radius reality</i>
Completing tasks without tracking leads	<i>Admin, not growth</i>

RULE

If a tactic doesn't change visibility, calls, bookings, or revenue, it doesn't belong on the next sprint.

12

ROADMAP & SIGN-OFF

Priority Roadmap & Final Summary

Use after completing the checklist. Capture the top issues, who owns them, and what gets done next.

ISSUE	PHASE	PRIORITY	OWNER	NEXT ACTION	DUE
_____	Fix first	Critical	_____	_____	_____
_____	Fix first	High	_____	_____	_____
_____	Fix next	High	_____	_____	_____
_____	Fix next	Medium	_____	_____	_____
_____	Monitor	Medium	_____	_____	_____
_____	Ignore	Low	_____	_____	_____

BUSINESS NAME	WEBSITE
_____	_____
LOCATION / SERVICE AREA	DATE COMPLETED
_____	_____

1
BIGGEST EXECUTION GAP – WHAT IS THE BIGGEST MISSING OR BROKEN LOCAL SEO TASK?

2
HIGHEST-IMPACT FIX – WHAT IS MOST LIKELY TO IMPROVE VISIBILITY, CALLS, BOOKINGS, FORMS, OR REVENUE?

3 ***FASTEST REALISTIC WIN – WHAT CAN BE COMPLETED IN THE NEXT 30 DAYS?***

4
MAIN RISK – GBP, CITATION, TRACKING, SCHEMA, REVIEW, OR FAKE-LOCATION RISK?

CLOSING

Local SEO is an Operating System — not a checklist.

A local SEO checklist should not make every task look equally important. It should show what to fix first, what to do next, what to repeat monthly, and what to ignore until the real constraint is fixed.

Fix the foundation. Build proof. Track leads. Maintain the system.

Done-with-you audit

We review your GBP, pages, citations, reviews, and tracking against this exact checklist and hand back a prioritized roadmap.

Done-for-you execution

We run the system: GBP, local pages, citations, reviews, links, schema, and monthly maintenance — measured by calls, bookings, and revenue.

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