

MULTI-LOCATION SEO · GOVERNANCE & OPERATIONS CHECKLIST

Centralize the Rules. Localize the Proof. *Report by Location.*

A governance system for controlling location data, GBP ownership, location pages, reviews, citations, local proof, and reporting across every branch in the portfolio.

FRANCHISES MULTI-LOCATION BRANDS HEALTHCARE GROUPS DENTAL & LEGAL GROUPS
HOME SERVICE BRANDS RESTAURANTS & RETAILERS PORTFOLIO AGENCIES

17
GOVERNANCE SECTIONS

180+
TRACKED CONTROLS

3
REPORTING VIEWS

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HOW TO USE THIS CHECKLIST

Don't treat every location the same. Govern the system first — then optimize the branches that earn it.

WORK IN THIS ORDER

- 1. Segment the location portfolio.
- 2. Clean the location data source of truth.
- 3. Govern Google Business Profiles.
- 4. Build or improve location pages.
- 5. Collect branch-level local proof.
- 6. Manage reviews by location.
- 7. Clean citations and listings.
- 8. Build local prominence for priority branches.
- 9. Set up reporting by location.
- 10. Write rules for launches, moves, closures, franchise ownership.

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 a governed system where every real location is accurate, trusted, findable, and measurable.

PRIORITY RULES

What to fix immediately, what to batch later.

CRITICAL *Fix immediately*

- Wrong NAP in source of truth
- GBP ownership / access unclear
- Duplicate or rogue GBP
- Suspended or at-risk GBP
- Location page missing for active branch
- GBP linking to wrong page
- Closed / moved location still active online
- Bad review issue at branch level
- Tracking broken by location
- Franchisee making unauthorized edits

HIGH *Fix after critical blockers*

- Thin location pages
- Weak branch-level review velocity
- Missing local proof
- Incorrect categories
- Citation conflicts on major platforms
- Same-city branches not differentiated
- Service area / territory overlap
- Missing branch-level reporting
- No UTM tracking on GBP URLs

MEDIUM *Useful, not the first constraint*

- Schema refinement
- Secondary citation cleanup
- Local link building for priority branches
- Review response template improvement
- Location finder UX improvements
- Regional hub pages
- Local FAQ expansion

LOW *Batch later*

- Minor metadata cleanup
- Cosmetic page changes
- Low-value directory listings
- Non-priority branch polish
- Generic content refreshes

01

SECTION 1

Portfolio Segmentation

Goal — Decide which locations deserve investment, recovery, maintenance, or deferral. Don't optimize 100 locations like they all have the same upside. They do not.

TASK	PRIORITY	STATUS	OWNER	NOTES
List every active location	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Identify corporate-owned vs franchisee-owned	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Confirm active / moved / closed / coming soon	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Score each location by revenue potential	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Score each location by current local visibility	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Score each location by GBP health	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Score each location by review strength	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Score each location by page quality	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Score each location by citation / entity health	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Score each location by local competition	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Score each location by operational capacity	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Score each location by tracking quality	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Assign each location to a segment	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____

LOCATION SEGMENTS

SEGMENT	MEANING	ACTION
Growth	Strong upside and fixable gaps	INVEST
Recovery	Valuable but underperforming	AUDIT & FIX CONSTRAINT
Maintenance	Stable performer	MONITOR & PROTECT
Low priority	Limited upside, capacity, or economics	DEFER
Risk	Data, GBP, review, tracking, or compliance issue	FIX IMMEDIATELY

RULE	<i>Prioritize locations by upside, constraint, and ability to execute — not alphabetically.</i>
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02

SECTION 2

Location Data Source of Truth

Goal — Create one controlled record for every location. If the database is dirty, every downstream asset inherits the mess.

FIELD	PRIORITY	STATUS	OWNER	NOTES
Official location name	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Street address	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Phone number	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Local tracking number, if used	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Canonical location page URL	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Opening hours	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Holiday hours	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Services available at this location	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Service areas, if relevant	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Primary GBP category	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Secondary GBP categories	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
GBP profile URL & CID	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Latitude / longitude	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Practitioners / departments attached	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Location status: open / moved / closed / coming soon	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Stable schema @id	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Citation / listing owner	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Franchisee or corporate owner	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Review response owner & local manager contact	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
GBP UTM rules	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____

THE SOURCE OF TRUTH FEEDS



03

SECTION 3

Google Business Profile Governance

Goal — Every GBP should have clean data, clear ownership, correct categories, and branch-level tracking.

This is an access, accuracy, and accountability problem before it is an optimization problem.

TASK	PRIORITY	STATUS	OWNER	NOTES
Confirm GBP exists for every real location	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Confirm correct GBP owner	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Document all manager access	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Remove old employee / agency access	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Confirm location name matches source of truth	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Confirm address matches source of truth	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Confirm phone matches source of truth	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Confirm website URL points to correct location page	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Add UTM tracking to GBP URL	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Confirm map pin accuracy	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Confirm opening & holiday hours	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Confirm primary category by location	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Add relevant secondary categories & remove irrelevant	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Add accurate services / products	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Add branch-specific photos	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Check duplicate GBPs	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Check old / moved / closed profiles	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Check practitioner & department listings	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Check suspension risk & add GBP to reporting dashboard	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____

GBP UTM FORMAT `utm_source=google&utm_medium=organic&utm_campaign=gbp&utm_content=[location-id]`
 example → `utm_source=google&utm_medium=organic&utm_campaign=gbp&utm_content=austin-downtown`

RULE

- **Call tracking** — if dynamic number insertion is on the site, keep the underlying NAP consistent. Don't push temporary numbers into uncontrolled citations.
- **Practitioners / departments** — only create listings when they represent real, customer-facing entities. Don't manufacture them to capture more local-pack slots.

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SECTION 4

Minimum Viable Location Page

Goal — Every real location needs a useful, indexable, proof-backed page connected to the correct GBP.
 Template the structure. Localize the evidence.

REQUIREMENT	PRIORITY	STATUS	OWNER	NOTES
Unique URL · location name · full NAP	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Opening hours & map embed or directions link	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Services available at this branch	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Branch-specific photo · local reviews / testimonials	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Staff / team details, where relevant	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Parking / access info · nearby areas · local FAQs	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Clear CTA — call / book / form	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Click-to-call & form / booking tracking	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Internal links from finder & relevant service pages	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
LocalBusiness schema, where appropriate	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Correct canonical tag · indexed in Google · in sitemap	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____

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SECTION 5

Location Page Architecture

Goal — Make location pages scalable, crawlable, and easy to maintain.

TASK	PRIORITY	STATUS	OWNER	NOTES
Choose one scalable URL structure & consistent slugs	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Make location finder crawlable with static links	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Add location pages to XML sitemap & breadcrumbs	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Link service → location pages where useful	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Avoid orphans · avoid canonicalizing to generic pages	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Monitor indexation by location URL	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____

URL STRUCTURE OPTIONS

/locations/[city]/	/locations/[state]/[city]/
/locations/[city]-[neighborhood]/	/locations/[state]/[city]/[branch-name]/

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SECTION 6

Local Proof Collection

Goal — Make each location page and GBP believable in its own market. Duplicate templates don't kill multi-location SEO. Duplicate proof does.

PROOF TYPE	PRIORITY	STATUS	OWNER	NOTES
Branch-specific reviews & testimonials	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Exterior, interior & staff photos	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Equipment / project / job photos	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Manager quote / introduction	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Local case studies / projects · partnerships · awards	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Services unique to branch & service-area proof	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Local FAQs · community involvement · media mentions	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____

RULE

The template can be centralized. The trust has to be local.

07

SECTION 7

Review Operations by Location

Goal — Build branch-level trust, not just aggregate brand reputation.

TASK	PRIORITY	STATUS	OWNER	NOTES
Create review request workflow by branch	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Use branch-specific review links	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Train staff on when / how to ask	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Track count, rating, recency & velocity by branch	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Track response rate, time, sentiment themes	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Benchmark reviews against local competitors	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Escalate negative review patterns to operations	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Add approved testimonials to location pages	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____

RULE

Review velocity should be judged against competitors in each location's market, not the brand average.

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SECTION 8

Citation & Listing Governance

Goal — Keep location data accurate across important platforms. Citation scale without governance is just faster data pollution.

TASK	PRIORITY	STATUS	OWNER	NOTES
Confirm source-of-truth NAP before citation work	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Check GBP · Apple Maps · Bing Places	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Check Yelp · Facebook · BBB where relevant	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Check industry, local & aggregator listings	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Find duplicates · old addresses · old phones · old names	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Suppress or correct duplicates	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Document listing logins / ownership	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Create move / closure update process	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Schedule quarterly spot checks	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____

RULE *Do not scale citations until the location data source of truth is clean.*

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SECTION 9

Local Links & Branch Prominence

Goal — Build market-level prominence for priority branches. Domain authority helps the brand. Local prominence helps the branch.

TASK	PRIORITY	STATUS	OWNER	NOTES
Identify priority branches for link investment	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Compare local competitor links by branch	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Identify chamber, sponsorship, charity opportunities	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Identify supplier / partner mention opportunities	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Identify local PR, resource pages, branch case studies	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Track acquired links by branch · target page · relevance	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Review branch link gaps quarterly	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____

RULE *A local link should make the location more believable in its market, not just add another referring domain.*

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SECTION 10 Multi-Location Schema

Goal — Clarify the relationship between the parent brand, locations, departments, and services. Schema should clarify the location entity, not manufacture one.

SCHEMA ITEM	PRIORITY	STATUS	OWNER	NOTES
Parent brand uses Organization schema	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Each real branch uses valid LocalBusiness subtype	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Stable @id for each location · matches reality	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
PostalAddress · phone · URL match source of truth	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
GeoCoordinates & hours accurate	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
parentOrganization / branchOf where appropriate	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
department · practitioner used only for real entities	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
sameAs points to verified profiles only	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Schema matches visible page content · validated after changes	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____

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SECTION 11 Multiple Locations in the Same City

Goal — Prevent same-city branches from cannibalizing or confusing each other.

TASK	PRIORITY	STATUS	OWNER	NOTES
Identify cities with multiple branches · unique IDs	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Differentiate pages by neighborhood / district	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Differentiate by address, staff, service mix (if real)	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Add branch-specific reviews, photos, GBP link, schema @id	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Avoid one generic city page for multiple GBPs	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Check cannibalization in GSC	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____

EXAMPLE — A DENTAL GROUP WITH TWO CLINICS IN AUSTIN

One page emphasizes the **Downtown clinic's** walkability, emergency appointments, and named dentists. The other emphasizes **North Austin's** parking, family dentistry, and service area. If two locations in the same city can't explain why they're different, Google and users will struggle too.

12

SECTION 12

Franchise Governance

Goal — Separate corporate control from franchisee contribution. Franchise SEO fails when corporate owns the template but nobody owns the local proof.

RESPONSIBILITY	CORPORATE	FRANCHISEE	SHARED
Site architecture	●	—	—
Location page templates	●	—	—
Location data standards	●	—	—
GBP ownership rules	●	—	—
GBP accuracy updates	—	—	●
Citation policy	●	—	—
Review policy	●	—	—
Review requests & responses	—	●	—
Local photos & staff details	—	●	—
Community involvement & partnerships	—	●	—
Local proof updates	—	—	●
Reporting framework & compliance rules	●	—	—

● Corporate-owned ● Franchisee-owned ● Shared

FRANCHISE RISK CHECKS

● Franchisee-created rogue GBPs CRITICAL	● Inconsistent NAP across branches CRITICAL
● Unauthorized location pages HIGH	● Review responses outside policy HIGH
● Duplicate listings after ownership changes HIGH	● Inconsistent tracking across franchisees HIGH
● Local proof missing from branch pages HIGH	● Old logins / access still active HIGH

RULE

The brand controls the system. The franchisee helps prove the location.

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SECTION 13

Service Area & Hybrid Locations

Goal — Map real operational territories so SEO does not create fictional coverage. Territories are operational realities, not SEO decorations.

TASK	PRIORITY	STATUS	OWNER	NOTES
Confirm each branch has a real operational base	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Confirm whether address should be public or hidden	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Document cities / areas served · response time · capacity	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Map overlapping territories & define lead routing rules	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Assign city / service area pages to responsible branch	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Remove fake / unsupported service areas	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Avoid virtual office / local-pack spam	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____

RULE

Service area settings do not create proximity. Use service area and city pages to document real coverage — not fictional availability.

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SECTION 14

New Location Launch Checklist

Goal — Launch locations cleanly so they do not create data debt.

TASK	PRIORITY	STATUS	OWNER	NOTES
Create source-of-truth record · confirm NAP & address	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Create / verify GBP · add correct categories	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Add hours, holiday hours, branch photos	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Create minimum viable location page · add to finder	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Add to XML sitemap · add schema · add GBP UTM URL	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Configure call / form / booking tracking	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Build priority citations · start review workflow	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Add to reporting dashboard · run first geo-grid baseline	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____

RULE

A new location should not launch with a live page, live GBP, and no tracking. That is how portfolios create invisible problems.

15

SECTION 15

Move, Closure & Merge Checklist

Goal — Prevent old locations from becoming permanent local SEO debris. Closed and moved locations need a process. Otherwise they linger as broken signals.

SCENARIO	REQUIRED ACTION
Location moves nearby	Update GBP, citations, page content, schema, map, internal links
Location closes permanently	Mark GBP closed, redirect page, update citations, remove from active finder
Location merges into another branch	Redirect to receiving branch, update territory, update CRM / routing
Phone number changes	Update source of truth, GBP, page, schema, citations, tracking
Rebrand happens	Update source of truth, GBP, pages, citations, schema, review response templates
Franchisee ownership changes	Audit GBP access, listing ownership, review owner, location page proof

DETAILED CHECKS

TASK	PRIORITY	STATUS	OWNER	NOTES
Update source of truth first	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Update GBP & location page	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Update schema · finder · internal links	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Update XML sitemap	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Update priority citations	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Update call / form routing	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Update reporting dashboard	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Communicate move / closure on page where useful	MEDIUM	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____

**DO NOT
SKIP
ANY OF
THESE**

If a move, closure, or rebrand isn't run through the full sequence — source of truth, GBP, page, citations, schema, tracking — every skipped step turns into a future support ticket.

16

SECTION 16

Branch-Level Reporting

Goal — Expose outliers instead of hiding them behind averages. Averages are where weak locations go to hide.

<p>PORTFOLIO VIEW</p> <ul style="list-style-type: none"> • Total visibility • Total leads & revenue • Risks & tracking gaps • Top & bottom locations 	<p>LOCATION VIEW</p> <ul style="list-style-type: none"> • Local pack & geo-grid visibility • GBP calls, clicks, directions • Forms / bookings · qualified leads • Revenue · reviews · next action 	<p>OUTLIER VIEW</p> <ul style="list-style-type: none"> • Declining locations • Invisible locations • Tracking-broken locations • Compliance / GBP risk
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METRIC TRACKED BY BRANCH	PRIORITY	STATUS	OWNER	NOTES
Local pack & geo-grid visibility	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
GBP calls · clicks · direction requests	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Forms & bookings · qualified leads · revenue	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Reviews — count, rating, velocity	HIGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____
Tracking gaps · citation / entity issues · next action	CRITICAL	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____

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SECTION 17

Governance Roles

Goal — Make ownership explicit. Governance fails when every team assumes another team owns the location.

AREA	CORPORATE	BRANCH / FRANCHISEE	SEO / AGENCY	OPERATIONS
Location data source of truth	O	C	M	C
Website architecture & templates	O	—	I	—
Local proof collection	A	O	I	C
GBP ownership & access audits	O	C	M	—
Citation policy	O	—	M	—
Review requests & responses	A	O	C	C
Reporting framework	O	—	I	C
Closures, moves & service availability	A	C	I	O

O Owner A Approver I Implementer C Contributor M Maintainer

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ROADMAP & SIGN-OFF

Final Priority Roadmap & Portfolio Summary

Use after completing the checklist. Capture the locations, constraints, owners, and the next 30 / 90-day plays.

LOCATION	SEGMENT	MAIN CONSTRAINT	PRIORITY	NEXT ACTION	DUE
_____	Risk	_____	Critical	_____	_____
_____	Growth	_____	High	_____	_____
_____	Recovery	_____	High	_____	_____
_____	Maintenance	_____	Medium	_____	_____
_____	Low priority	_____	Low	_____	_____

BRAND / BUSINESS NAME	NUMBER OF LOCATIONS
_____	_____
PRIMARY MARKETS	COMPLETED BY · DATE
_____	_____

1
BIGGEST GOVERNANCE GAP ACROSS THE PORTFOLIO

2 HIGHEST-RISK LOCATION — AND WHY

3 HIGHEST-UPSIDE LOCATION — AND WHY

4
MOST COMMON CONSTRAINT ACROSS BRANCHES

5 NEXT 30-DAY PRIORITY

6 NEXT 90-DAY PRIORITY

CLOSING

Multi-Location SEO is a Governance System — not a checklist.

It does not fail because one title tag is wrong. It fails when nobody owns location data, GBPs are unmanaged, pages have no proof, reviews are reported as a brand average, citations spread bad data, links only support the homepage, reporting hides weak branches, and launches or moves have no process.

The brands that win keep every location accurate, trusted, findable, measurable, and accountable.

- **Accurate**
One source of truth, replicated downstream.
- **Trusted**
Branch-level reviews, photos, local proof.
- **Findable**
One GBP and one page per real location.
- **Measurable**
Tracking, reporting, outliers — by branch.

Done-with-you governance audit

We audit your location data, GBPs, pages, reviews, citations, and reporting against this exact framework — and hand back a prioritized roadmap by branch.

Done-for-you portfolio operations

We run the system across your portfolio: source of truth, GBP, pages, citations, reviews, links, schema, launches, closures, and branch-level reporting.

Book a Multi-Location SEO Governance Audit

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Learn more about our portfolio approach

SEE FULL SERVICE →

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