The local SEO checklist: **20 steps to rank in Google Maps.**

Google picks who shows up in the map based on relevance, distance and prominence. You can't pay for a better spot, but you can work on every signal below. Tick off each step as you go. Most businesses finish Part 1 in an afternoon.

Part 1 Google Business Profile

The foundation everything else sits on.

- [ ] 01 **Claim and verify your profile**
  Nothing else on this list works without it.
- [ ] 02 **Choose the right primary category**
  Pick the one that matches your main service, such as Plumber or Dentist.
- [ ] 03 **List every service you offer**
  Add each one with a short description.
- [ ] 04 **Set accurate service areas or address**
  Only places you really cover.
- [ ] 05 **Keep hours accurate, including holidays**
  Wrong hours mean missed calls.
- [ ] 06 **Add real photos regularly**
  Your team, your work, your premises. No stock images.
- [ ] 07 **Write a clear business description**
  What you do, who you help and where.
- [ ] 08 **Post updates**
  Offers, recent projects and seasonal tips.

Part 2 Reviews

A steady flow, every one answered.

- [ ] 09 **Ask every happy customer for a review**
  At the happiest moment, with a direct link.
- [ ] 10 **Reply to every review**
  Thank the good ones. Calmly fix the bad ones.
- [ ] 11 **Keep reviews coming steadily**
  Make asking part of every job. Never buy reviews.

Part 3 Your website

A page for each service and area.

- [ ] 12 **Build a page for each main service**
  Answer what customers ask before they call.
- [ ] 13 **Build pages for your main areas**
  Only places you serve, with real local detail.
- [ ] 14 **Name, address and phone on every page**
  Exactly as on your Google profile.
- [ ] 15 **Add local business schema**
  Business type, location, hours and contact details.
- [ ] 16 **Make it fast and easy on a phone**
  Tappable phone number at the top, short forms.

Part 4 Citations and links

Consistent details, local mentions.

- [ ] 17 **Make your details consistent everywhere**
  Same name, address and phone on every site.
- [ ] 18 **Get listed in the directories that matter**
  The big general ones and your industry's main ones.
- [ ] 19 **Earn links from local sites**
  Associations, suppliers, sponsorships, local news.

Part 5 Tracking

Know what brings calls.

- [ ] 20 **Track calls and leads, not just rankings**
  Profile insights, Search Console and call tracking, checked monthly.

Want this done for you?
We set up and run local SEO for service businesses, measured in calls and customers.

See local SEO services