Local SEO Checklist

How to show up when someone in your suburb or town searches for what you do. The map pack and the results under it run on the same signals. Most of this is one afternoon; the plan is on page 3.

> **How to use it.** Work down the list once, ticking what you already have. Everything unticked goes into the afternoon plan. Re-check in March: local SEO is mostly set-and-maintain, not set-and-forget.

1. Google Business Profile (the big one)

- [ ] **Most specific primary category, plus secondary ones**
  "Emergency plumber", not "Contractor". Door 8 has the full profile checklist.
- [ ] **Service areas set to the suburbs you actually serve (up to 20)**
  Shopfront: show the address. Work from home: hide it and set the areas.
- [ ] **Services listed, hours correct, 10+ real photos, a post in the last month**
  Recent activity reads as "open and trading".

2. Website signals

- [ ] **Suburb or town in the title tag of the home page and every service page**
  "Physiotherapy Fremantle | Sports Physio | Clinic Name". Google won't guess where you are.
- [ ] **One page per main suburb you serve**
  "Plumber in Scarborough" with real local detail: jobs done there, travel time, a local review. Not one page with the suburb swapped; Google ignores those. Door 15 has the template.
- [ ] **Embedded Google Map on the contact page**
  Google Maps, Share, Embed a map. Use your Business Profile pin.
- [ ] **NAP identical everywhere: Name, Address, Phone**
  Same format on the footer, Google, Facebook and every directory. "Unit 3/12 Smith St" and "3/12 Smith Street" count as a mismatch. Pick one, copy it.
- [ ] **LocalBusiness schema switched on**
  Yoast or Rank Math: site type Local business; fill in name, address, phone, hours, area. Check at search.google.com/test/rich-results.
- [ ] **Tap-to-call number and the suburb visible in the first screen on mobile**
  People check you're local before they read anything.

3. Citations: the Australian directories

A citation is any listing of your name, address and phone. Claim the free ones with the identical NAP, photo and description. About an hour, once.

- **Yellow Pages** (yellowpages.com.au). Free basic listing, still crawled heavily by Google. Ignore the sales calls.
- **True Local** (truelocal.com.au). Free, takes reviews too.
- **Hotfrog** (hotfrog.com.au). Free, low traffic, clean citation.
- **Yelp Australia** (yelp.com.au). Free. Feeds Apple Maps and Siri.
- **Localsearch** (localsearch.com.au). Free. Strong in regional Qld and NSW.
- **Word of Mouth** (wordofmouth.com.au). Free, review-based.
- **Industry directories.** Trades: hipages, Oneflare, ServiceSeeking (free profile; ignore the lead-buying). Allied health: Halaxy, HealthEngine, HotDoc, your association's "find a practitioner" page. Others: ask three customers what they use.
- **Local chamber of commerce.** $150 to $400 a year. A member listing (a local link) plus the events where local links come from.
- **Apple Business Connect and Bing Places.** Free, five minutes each. Bing imports your Google profile.

4. Reviews

- [ ] **A review request after every good job, within 24 hours**
  Door 11 has the scripts and the QR card. Count, rating and recency are strong map-pack signals.
- [ ] **Reviews that mention the suburb or the service**
  Don't script the words, but you can ask "would you mind saying what we did and where?".
- [ ] **Every review answered within a week, naming the service where natural**
  "Glad the hot water system in Balcatta is sorted."

5. Local links

A link from another local website is Google's strongest evidence you're really part of the place. Five good ones beat fifty directories.

- **Sponsorships.** Junior footy club, school fete, community radio, local festival. $200 to $1,000 usually gets a logo and a link on the sponsors page. Ask for the link; clubs forget.
- **Suppliers and partners.** Brands you install or stock have "find an installer" pages; ask to be listed. Swap a "recommended trades" page with businesses you refer to.
- **Community groups.** Chamber member pages, Rotary, the community Facebook group's business list, a talk at the library. Each has a web page that can mention you.
- **Local news.** Community papers cover new businesses, anniversaries, awards and charity work. Email a short story with a photo.

6. Content: one local post a month

A short blog or Google Business post that could only be written by someone here: a job in a named suburb (with permission and a photo), the club you sponsor, "the three most common [problems] in [suburb]'s older homes". 300 words, suburb in the title. Door 14's calendar has the slot.

7. Tracking: is it working?

- [ ] **Search Console, Performance, filter Query contains [your suburb]**
  Every search with your suburb in it where you appeared, with clicks and position. Monthly, the list should grow and positions should fall.
- [ ] **Google Business Profile, Performance**
  Calls, direction requests and website clicks. Screenshot it on the first of each month.
- [ ] **Search your own terms as if standing in the suburb**
  Incognito window, or BrightLocal's free Local Search Results Checker. Rankings differ street by street.

What to expect. Profile and citation changes show in the map pack within two to six weeks; new suburb pages take two to three months; reviews work immediately. If nothing has moved by the end of March, the usual culprits are a wrong primary category, an NAP mismatch, or a competitor with three times your reviews.

THE AFTERNOON PLAN: 3 HOURS

Time	Task
0:00 to 0:40	Google Business Profile: categories, service areas, services, 10 photos, one post. Write your official NAP on a sticky note.
0:40 to 1:20	Website: suburb into the title tags, embed the map, match the footer NAP, switch on LocalBusiness schema.
1:20 to 2:10	Citations: Yellow Pages, True Local, Hotfrog, Yelp, Localsearch, Word of Mouth, Apple, Bing, one industry directory.
2:10 to 2:40	Reviews and links: review SMS to your last ten happy customers; email two suppliers and one club asking for a link.
2:40 to 3:00	Tracking: save a "Query contains [suburb]" filter in Search Console, screenshot it. Diary a 30-minute check for the first Monday of February and March.

Want us to do the afternoon for you?

Local SEO setup is part of every JOGO build and our monthly support. Book a free Q1 call and we'll tell you what your profile is missing.

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