

FREE CHAPTER 5 COMPANION RESOURCE

LOCAL SEARCH VISIBILITY CHECKLIST

Evaluate the signals that help customers - and search platforms - understand who you are, where you operate, what you offer and whether your business is a credible local choice.

63 PRACTICAL CHECKS

Quickest Path to ROI SEO(TM)

HOW TO USE THIS CHECKLIST

A practical diagnostic - not a manufactured ranking score

1

Review each statement

Choose Yes, Needs Attention or Not Sure. Use Not Sure when the item requires validation rather than guessing.

2

Assign business impact

For gaps and unknowns, estimate whether the issue has High, Medium or Low relevance to valuable services, markets, visibility, conversion or revenue.

3

Capture the next action

Use the notes field for evidence, a question to investigate or the most practical next step.

4

Prioritize the pattern

Do not fix every failed item equally. Move the most commercially important and realistically actionable issues into the final prioritization worksheet.

DO NOT FIX EVERYTHING JUST BECAUSE IT IS ON THE CHECKL

Prioritize the items most closely connected to high-value services, important markets, realistic visibility opportunities, qualified traffic, conversion and revenue. That is the difference between maintaining a checklist and building an SEO strategy.

BUSINESS / WEBSITE

DATE COMPLETED

SECTION 01

Google Business Profile

Is the profile accurate, complete, active and aligned with the services and locations the business actually serves?

1	**The business name accurately reflects the real-world business name.**	○ YES	○ NEEDS ATTENTION	○ NOT SURE	BUSINESS IMPACT: Not set / NOTE / NEXT ACTION
2	**The primary and secondary categories accurately represent the company's services.**	○ YES	○ NEEDS ATTENTION	○ NOT SURE	BUSINESS IMPACT: Not set / NOTE / NEXT ACTION
3	**The address or service-area configuration is correct and policy compliant.**	○ YES	○ NEEDS ATTENTION	○ NOT SURE	BUSINESS IMPACT: Not set / NOTE / NEXT ACTION
4	**Business hours, phone number and website link are accurate and current.**	○ YES	○ NEEDS ATTENTION	○ NOT SURE	BUSINESS IMPACT: Not set / NOTE / NEXT ACTION
5	**Relevant services or products have been added where applicable.**	○ YES	○ NEEDS ATTENTION	○ NOT SURE	BUSINESS IMPACT: Not set / NOTE / NEXT ACTION
6	**The business description clearly explains the company and its services.**	○ YES	○ NEEDS ATTENTION	○ NOT SURE	BUSINESS IMPACT: Not set / NOTE / NEXT ACTION
7	**High-quality, representative photos are present and updated periodically.**	○ YES	○ NEEDS ATTENTION	○ NOT SURE	BUSINESS IMPACT: Not set / NOTE / NEXT ACTION
8	**Legitimate customer reviews are being received on an ongoing basis.**	○ YES	○ NEEDS ATTENTION	○ NOT SURE	BUSINESS IMPACT: Not set / NOTE / NEXT ACTION
9	**The business responds appropriately to positive and negative reviews.**	○ YES	○ NEEDS ATTENTION	○ NOT SURE	BUSINESS IMPACT: Not set / NOTE / NEXT ACTION
10	**Profile questions, updates and other applicable features are monitored.**	○ YES	○ NEEDS ATTENTION	○ NOT SURE	BUSINESS IMPACT: Not set / NOTE / NEXT ACTION

A complete profile does not guarantee stronger rankings. Incomplete or inaccurate information can still create unnecessary obstacles to visibility and conversion.

SECTION 02

Website Location Signals

Can visitors and search systems clearly understand where the business operates without awkward repetition or thin location pages?

11 **The primary service area is clearly identified and easy to find.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

12 **Business address and phone information are consistent with the Google Business Profile.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

13 **Important service pages naturally reference the markets they serve.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

14 **The website contains useful location-specific information rather than city-name substitutions.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

15 **Important markets have dedicated pages only when enough unique information supports them.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

16 **Location pages contain genuinely useful local content and are not doorway-style duplicates.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

17 **About and Contact pages reinforce legitimate local business information.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

18 **The site architecture makes service and location relationships easy to understand.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

19 **Relevant structured data accurately reflects visible page information.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

Local relevance should come from evidence, not repetition. Clear services, markets, business details and genuine local context matter more than repeating a city name.

SECTION 03

Local Search Intent

Are you targeting searches that can produce meaningful business rather than traffic alone?

20 **High-value services have dedicated, useful pages.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

21 **Important service-and-location combinations have been evaluated.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

22 **Commercial and transactional searches receive appropriate priority.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

23 **Informational content supports rather than replaces core money pages.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

24 **Keyword research reflects customer language, not only industry terminology.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

25 **Traditional organic and Google Maps results are manually reviewed for important queries.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

26 **Competitors appearing consistently across high-value searches have been identified.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

27 **Keywords map to appropriate pages without unnecessary internal competition.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

Traffic is not the objective by itself. Search demand becomes valuable when it matches a relevant offer, realistic opportunity and useful next step.

SECTION 04

Reviews & Reputation

Does the market provide recent, credible evidence that reinforces what the business says about itself?

28 **The business has an active process for requesting legitimate customer reviews.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

29 **Reviews arrive consistently rather than in isolated bursts.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

30 **Recent reviews are present.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

31 **Reviews naturally include useful detail about relevant services and customer experiences.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

32 **The business responds appropriately to both positive and negative feedback.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

33 **Reviews exist on other platforms that matter to the industry.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

34 **Review quality, recency and quantity are periodically compared with key local competitors.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

Never purchase, fabricate or script customer reviews. Authentic firsthand detail is more useful than a wall of suspiciously identical praise.

SECTION 05

Citations & Business Information

Is the business represented accurately and consistently across the external sources that matter?

35 **Business name, address, phone and website details are generally consistent on important listings.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

36 **Major data aggregators and legitimate business directories have been reviewed.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

37 **Important industry-specific directories have been evaluated.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

38 **Duplicate business listings have been identified and addressed where practical.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

39 **Old addresses, phone numbers and broken website links have been corrected where practical.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

40 **Social and professional profiles contain current business information.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

41 **Directory activity is based on usefulness and legitimacy - not link accumulation.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

You do not need every directory. Prioritize accuracy, relevance, legitimacy and visibility over raw citation volume.

SECTION 06

Local Authority & Trust

Is there credible external and on-site evidence connecting the organization with its market, expertise and claims?

42 **The website clearly identifies the organization and people behind the business.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

43 **Licenses, certifications, affiliations and credentials are represented accurately where relevant.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

44 **Local organizations, partners or customers reference the business when naturally appropriate.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

45 **The company has earned relevant local or industry mentions.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

46 **Useful case studies, project examples or other firsthand evidence are available.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

47 **Important performance and expertise claims are supported by specific evidence.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

48 **Policies, contact details and other business-transparency information are easy to find.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

Trust is easier to establish when it can be verified. Specific proof, transparent business details and relevant third-party recognition strengthen the broader picture.

SECTION 07

Local Conversion Readiness

What happens after a qualified customer finds the business?

49 **Phone numbers are prominent and tap-to-call on mobile devices.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

50 **Contact forms are short, functional and easy to complete.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

51 **Calls to action match the visitor's likely intent.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

52 **Important service and location pages provide a clear next step.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

53 **Service areas are obvious before a visitor contacts the company.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

54 **Relevant trust signals appear near important conversion points.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

55 **Forms, phone clicks and other meaningful conversions are tracked.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

56 **The business has a reliable process for responding promptly to new inquiries.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

Visibility without conversion is just exposure. Local SEO becomes valuable when discovery turns into calls, forms, appointments, estimates or purchases.

SECTION 08

AI Local Discovery

Can AI systems interpret clear, consistent and well-supported information about the local business?

57 **The business name, primary services and geographic market are stated unambiguously.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

58 **Important services have dedicated, descriptive pages with direct factual answers.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

59 **Core business information is consistent across major external sources.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

60 **Expertise, qualifications and important claims can be verified where applicable.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

61 **The business is clearly associated with relevant entities, topics, industries and locations.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

62 **Structured data accurately reflects visible information where appropriate.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

63 **The company periodically checks its representation in major AI-answer environments.**

○ YES ○ NEEDS ATTENTION ○ NOT SURE

BUSINESS IMPACT: Not set

NOTE / NEXT ACTION:

AI recommendations are dynamic and cannot be guaranteed. The goal is clearer, more consistent and better-supported information that search and AI systems can interpret.

YOUR LOCAL VISIBILITY SNAPSHOT

Summarize the pattern across all eight sections

SECTION	YES	ATTN.	NOT SURE	HIGH-IMPACT GAPS
01 Google Business Profile				
02 Website Location Signals				
03 Local Search Intent				
04 Reviews & Reputation				
05 Citations & Business Information				
06 Local Authority & Trust				
07 Local Conversion Readiness				
08 AI Local Discovery				

INTERPRET THE RESULT

STRONG FOUNDATION Most core signals appear established. Look beyond maintenance work to competitive gaps and the improvements most likely to affect valuable searches and conversions.

IMPROVEMENT OPPORTUNITIES Several fundamentals are in place, but gaps deserve closer evaluation. Prioritize items connected to high-value services, markets and conversion paths.

FURTHER INVESTIGATION A high number of Not Sure responses is useful information. Validate those areas before committing budget or implementation time.

ROI-FIRST PRIORITIZATION WORKSHEET

Move the highest-value gaps into a practical action sequence

Finding twenty problems does not mean all twenty deserve equal attention. Select the issues most closely connected to business value and realistic improvement potential.

PRIORITY / GAP	WHY IT MATTERS	NEXT ACTION	OWNER	TARGET

THE DECISION FILTER

-value services > Important markets > Realistic visibility opportunities > Qualified traffic > Conversion > Reve

THE NEXT STEP

TURN THE FINDINGS INTO A PRIORITIZED PLAN

The checklist identifies conditions worth evaluating. Strategy determines what should happen first, what can wait and which improvements have the strongest connection to measurable business value.

CONTINUE THE EVALUATION

- **Keyword Opportunity Evaluator**
- **Search Intent Worksheet**
- **Preliminary SEO & AI Visibility Audit**

EXPLORE ALL SEO RESOURCES

Educational resource. Search visibility and AI recommendations cannot be guaranteed.