

# Local SEO Checklist

RedSky Business Solutions

Helping Albuquerque and New Mexico small businesses thrive online.

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Use this checklist to optimize your local business for search engines. Follow each step to improve visibility on Google, attract more customers, and strengthen your online presence.

## Google Business Profile (GBP)

- Claim and verify your Google Business Profile.
- Ensure your business name, address, and phone number (NAP) are accurate.
- Select the most relevant business categories.
- Add your services and products to your GBP profile.
- Upload high-quality photos of your business, team, and work.
- Post weekly updates or promotions using GBP Posts.
- Collect and respond to customer reviews regularly.

## Website Optimization

- Make sure your website is mobile-friendly and loads quickly.
- Include your city and service area in page titles, headings, and meta descriptions.
- Add schema markup (LocalBusiness) to your website.
- Embed a Google Map of your location on your contact page.
- Use consistent NAP information across your site.
- Publish location-specific service pages (e.g., 'Locksmith in Albuquerque').

## Local Citations & Listings

- Submit your business to major directories (Yelp, Bing Places, Apple Maps, etc.).
- Ensure NAP consistency across all listings.
- Join relevant local directories or industry associations.
- Update old or incorrect business listings.

## Content & SEO

- Publish regular blog posts targeting local keywords.
- Answer common customer questions in blog posts or FAQ pages.
- Create content highlighting local events, news, or partnerships.
- Build backlinks from other local businesses or organizations.

## Tracking & Maintenance

- Set up Google Analytics 4 (GA4) to track traffic and conversions.
- Use Google Search Console to monitor keyword performance and site issues.

- Check and update GBP insights monthly.
- Review rankings and leads quarterly to measure progress.