Local SEO Checklist

Boost visibility, attract more clients, and grow your business with these essentials

REALTY STREAMLINERS

Google Business Profile

- ◯ **Claim and verify** your business profile
- ◯ **Fill out** all sections (NAP, categories, description, services)
- ◯ **Upload** professional photos/videos regularly
- ◯ **Post** weekly updates (new listings, events, promotions)
- ◯ **Add and manage** common Q&A

Citations & NAP Consistency

- ◯ **Audit** your Name, Address, Phone (NAP) across all platforms
- ◯ **Submit** to high-trust directories: Google Maps, Apple Maps, Yelp, Zillow, Yellow Pages, industry-specific directories
- ◯ **Keep** formatting consistent ("Street" vs. "St.")

Website & On-Page SEO

- ◯ **Create** dedicated pages for each service, property, or office location
- ◯ **Embed** Google Maps + full contact info
- ◯ **Add** photos, testimonials, case studies, or listings
- ◯ **Use** local keywords in titles, headers, and copy
- ◯ **Publish** blog content about local markets, events, and buyer/seller tips

Reputation Management

- ◯ **Ask** clients for reviews (post-closing, follow-up emails, QR codes at office)
- ◯ **Respond** to all reviews, positive & negative
- ◯ **Track** review trends monthly

Local Link Building

- ◯ **Partner** with local businesses for mentions/links
- ◯ **Sponsor** community events or charities
- ◯ **Guest blog** or contribute to local publications

Want to streamline your marketing?

Realty Streamliners specializes in Local SEO, Google Business Profile optimization, and lead generation for real estate & property business professionals.

Certified in Google Business Profile Optimization
Google Analytics Certified

Contact us today to turn more searches into signed clients.
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