

MARGINSEYE

LOCAL SEO DOMINATION CHECKLIST

57 proven actions that move you from invisible to **top 3 in Google Maps**.

Work through this checklist in order. Tick every box. Own your local market.

YOUR DETAILS

Business Name: _____	Date Started: _____
City / Market: _____	Target Keyword: _____
Current GBP Status: _____	Current Review Count: _____

HOW TO USE THIS CHECKLIST

CRITICAL Do this first. Highest impact on rankings.	IMPORTANT Complete in month 2. Strong supporting signals.	GROWTH Month 3+. Compounds your lead over competitors.
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SECTION 1 — Google Business Profile Setup & Optimisation

This is your #1 ranking asset. Get this perfect before anything else.

Done	Task	Priority
<input type="checkbox"/>	Claim and verify your Google Business Profile at business.google.com	CRITICAL
<input type="checkbox"/>	Select your primary business category — must match exactly what you do	CRITICAL
<input type="checkbox"/>	Add up to 9 secondary categories that reflect additional services	CRITICAL
<input type="checkbox"/>	Write a keyword-rich business description using all 750 characters	CRITICAL
<input type="checkbox"/>	Add every service you offer with individual descriptions and prices	IMPORTANT
<input type="checkbox"/>	Upload minimum 10 real photos: exterior, interior, team, products/services	CRITICAL

<input type="checkbox"/>	Set accurate business hours and update them for every public holiday	CRITICAL
<input type="checkbox"/>	Enable messaging and set up an automated welcome reply	IMPORTANT
<input type="checkbox"/>	Add your website URL and booking link if applicable	CRITICAL
<input type="checkbox"/>	Post to GBP at least once per week — offers, updates, or news	IMPORTANT

Section 1 Score: ___ / 10

📍 SECTION 2 — NAP Consistency & Local Citations

Inconsistent NAP = Google confusion = lower rankings. Fix this before building citations.

Done	Task	Priority
<input type="checkbox"/>	Write down your canonical NAP — exact name, address, phone number (your one true format)	CRITICAL
<input type="checkbox"/>	Audit all existing online citations for NAP inconsistencies using BrightLocal or Whitespark	CRITICAL
<input type="checkbox"/>	Correct every inconsistency found — same format, every platform, no exceptions	CRITICAL
<input type="checkbox"/>	Submit to core directories: Google, Apple Maps, Bing Places, Facebook, Yelp, Foursquare	CRITICAL
<input type="checkbox"/>	Submit to industry-specific directories relevant to your niche	IMPORTANT
<input type="checkbox"/>	Submit to local/regional directories in your market (chamber of commerce, local business listings)	IMPORTANT
<input type="checkbox"/>	Build minimum 40 citations with perfectly consistent NAP data	IMPORTANT
<input type="checkbox"/>	Set a quarterly reminder to audit and update citations after any business changes	GROWTH

Section 2 Score: ___ / 8

★ SECTION 3 — Reviews & Reputation Management

Reviews are a direct ranking factor. Recency matters as much as volume. Build this into your weekly routine.

Done	Task	Priority
<input type="checkbox"/>	Get your direct Google review link from your GBP dashboard	CRITICAL

<input type="checkbox"/>	Ask every happy customer for a Google review — in person, by text, or WhatsApp	CRITICAL
<input type="checkbox"/>	Create a simple follow-up message template with your review link ready to send	CRITICAL
<input type="checkbox"/>	Respond to every single review — positive and negative — within 48 hours	CRITICAL
<input type="checkbox"/>	Address negative reviews professionally: acknowledge, apologise, resolve publicly	IMPORTANT
<input type="checkbox"/>	Set a weekly target for new review requests (minimum 5 per week)	IMPORTANT
<input type="checkbox"/>	Build reviews on secondary platforms: Facebook, Yelp, industry-specific review sites	GROWTH

Section 3 Score: ___ / 7

SECTION 4 — Website Local Optimisation

Your website amplifies your GBP signals. Without local optimisation here, your GBP hits a ceiling.

Done	Task	Priority
<input type="checkbox"/>	Display canonical NAP in the footer of every page on your website	CRITICAL
<input type="checkbox"/>	Create a dedicated Contact page with full NAP, embedded Google Map, and directions	CRITICAL
<input type="checkbox"/>	Include your city or region in the title tag and H1 of your homepage	CRITICAL
<input type="checkbox"/>	Include your city or region naturally in the first 100 words of your homepage	CRITICAL
<input type="checkbox"/>	Create individual service pages — one per core service, each locally optimised	IMPORTANT
<input type="checkbox"/>	Create location-specific landing pages for each area or neighbourhood you serve	IMPORTANT
<input type="checkbox"/>	Implement LocalBusiness schema markup in JSON-LD format on key pages	IMPORTANT
<input type="checkbox"/>	Test your schema with Google's Rich Results Test (search.google.com/test/rich-results)	IMPORTANT
<input type="checkbox"/>	Ensure website is mobile-friendly and loads under 2.5 seconds on mobile	CRITICAL

Section 4 Score: ___ / 9

SECTION 5 — Local Content Strategy

Content answers the questions your customers are typing right now. It's the moat that separates you from lazy competitors.

Done	Task	Priority
<input type="checkbox"/>	Use Google autocomplete to find exact local keywords your customers are searching	IMPORTANT
<input type="checkbox"/>	Check the 'People Also Ask' section on Google for real content ideas from real queries	IMPORTANT
<input type="checkbox"/>	Create an FAQ page answering the top 10 questions your customers ask in real life	IMPORTANT
<input type="checkbox"/>	Write at least one blog post per month targeting a local question or topic	GROWTH
<input type="checkbox"/>	Write city-specific or neighbourhood-specific content where relevant to your service area	GROWTH
<input type="checkbox"/>	Add locally relevant content to your homepage — mention your area naturally in context	IMPORTANT

Section 5 Score: ___ / 6

SECTION 6 — Local Link Building

Local backlinks = local authority. Each one is a vote from your community that Google counts directly.

Done	Task	Priority
<input type="checkbox"/>	Join your local chamber of commerce and get listed on their website	IMPORTANT
<input type="checkbox"/>	Reach out to local newspapers, blogs, and online publications for features or mentions	GROWTH
<input type="checkbox"/>	Sponsor a local event, sports team, or community initiative to earn a backlink	GROWTH
<input type="checkbox"/>	Partner with complementary non-competing local businesses and exchange website links	GROWTH
<input type="checkbox"/>	Submit your business to local resource pages and 'best of' lists in your market	IMPORTANT

Section 6 Score: ___ / 5

SECTION 7 — Technical SEO Foundation

Technical issues silently kill rankings. These are the checks most business owners skip — don't be one of them.

Done	Task	Priority
<input type="checkbox"/>	Install Google Search Console and verify ownership of your website	CRITICAL
<input type="checkbox"/>	Install Google Analytics 4 and confirm it is tracking correctly	CRITICAL
<input type="checkbox"/>	Run your site through Google PageSpeed Insights — fix anything below 70 on mobile	IMPORTANT
<input type="checkbox"/>	Confirm your website is indexed — type site:yourdomain.com in Google search	CRITICAL
<input type="checkbox"/>	Fix any broken links (404 errors) reported in Google Search Console	IMPORTANT
<input type="checkbox"/>	Ensure your website uses HTTPS — no padlock means trust warnings and fewer clicks	CRITICAL
<input type="checkbox"/>	Submit an XML sitemap to Google Search Console	IMPORTANT

Section 7 Score: ___ / 7



SECTION 8 — Tracking & Monthly Measurement

If you are not measuring, you are guessing. Set up tracking on day one and review it every single month.

Done	Task	Priority
<input type="checkbox"/>	Review your GBP Insights monthly: views, searches, clicks, calls, and direction requests	IMPORTANT
<input type="checkbox"/>	Track your Map Pack ranking for your top 3 target keywords each month	IMPORTANT
<input type="checkbox"/>	Monitor your review growth rate and average star rating each month	IMPORTANT
<input type="checkbox"/>	Check Google Search Console for local search queries driving impressions and clicks	IMPORTANT
<input type="checkbox"/>	Set a monthly local SEO review date in your calendar and keep it — non-negotiable	GROWTH

Section 8 Score: ___ / 5

YOUR PROGRESS TRACKER

Section	Score	% Complete
1. Google Business Profile	/ 10	%
2. NAP Consistency & Citations	/ 8	%
3. Reviews & Reputation	/ 7	%
4. Website Local Optimisation	/ 9	%
5. Local Content Strategy	/ 6	%
6. Local Link Building	/ 5	%
7. Technical SEO	/ 7	%
8. Tracking & Measurement	/ 5	%
TOTAL SCORE	/ 57	%

WHAT YOUR SCORE MEANS

Score	Status	What to Do Next
0 – 20	Starting Out	Start with Sections 1, 2, and 3 immediately. These alone will move the needle.
21 – 38	Building Momentum	Good foundation forming. Focus on Sections 4 and 5 to accelerate growth.
39 – 50	Competing Hard	You are visible. Now go after Sections 6, 7, and 8 to pull away from the pack.
51 – 57	Local Dominator	You are in or near the Map Pack. Maintain the system and defend your position.

MONTHLY NOTES & WINS

Month	Key Wins + What I'll Focus on Next
Month 1	
Month 2	
Month 3	
Month 4	
Month 5	
Month 6	

Want Marginseye to implement this for you?

We do the work. You get the rankings.

marginseye.com | hello@marginseye.com | Trusted by 8,000+ businesses

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