SEO and Local Search Checklist

Tick each box as you go. Use only true details about your business, and write every answer in your own words.

1 Business details customers see

- [ ] Name, category, hours, phone, website link and location or service area are correct
  Update them in Google Business Profile with the verified owner account.
- [ ] No duplicate listings
  Claim an existing listing. Never create a second one.
- [ ] Ask for honest reviews, without rewards and without picking only happy customers

First correction, who and when:

2 Questions worth answering

- [ ] Search a question my customers ask and open "People also ask"
  The questions change and are not search-volume data. Compare them with your calls, emails and Search Console.
- [ ] Answer it on the right page, with verified facts
  Never copy the answers in that box. They come from other websites.

Question 1:

Question 2:

3 Local content

- [ ] Name only the places I actually serve, with delivery or service times, access and contact details
- [ ] Add a separate area page only when it has its own real details
  Avoid copied pages with only the town name swapped. Link each area page from the main service page.

Area and what customers there need:

Office hours: free one-on-one help
Scan the code to book a time. Supported by the City of Boston.
hello@responsab.com · (617) 890-6010

Scan to book office hours for your business
crm.responsab.com/schedule/l/city-of-boston-workshop-series

SEO and Local Search Checklist (continued)

4 Sitemap: Google and Bing

- [ ] Find my sitemap address and open it in a browser
  /sitemap.xml is common but not universal. The sitemap file stays on your website.
- [ ] Google Search Console: Sitemaps, Add a new sitemap, enter the address, Submit
- [ ] Bing Webmaster Tools: Import from Google Search Console, or submit the same address
- [ ] Check the status
  "Success" means the file could be read. It does not mean every page is indexed.

My sitemap address, Google status and Bing status:

5 Improve and test one page

- [ ] Clear title, one main headline (H1) and a description
  Say the offer, the area you serve and the next step.
- [ ] Describe informative images with alt text
- [ ] Try the page on a phone, open the menu and send the form
  Confirm the message arrives.
- [ ] Check speed at pagespeed.web.dev and accessibility at wave.webaim.org

Page and first improvement:

6 Check results each month

- [ ] Record impressions and clicks in Search Console, for the same length of time each month
  Click-through rate (CTR) is clicks divided by impressions, times 100. Track inquiries separately.

Month, page, impressions, clicks and inquiries:

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