

Your Local SEO Checklist

1. Google Business Profile (GBP) Setup

- Claim and verify your Google Business Profile
- Use your official business name (no extra keywords)
- Add accurate NAP (Name, Address, Phone number)
- Write a detailed business description with key services & location
- Choose the right primary and secondary business categories
- Upload high-quality photos (logo, premises, staff, products)
- Add opening hours, website link, and booking link (if applicable)
- Post regular updates, offers, or events
- Answer FAQs and respond to all reviews

2. Website On-Page Optimisation

- Add your location(s) in title tags, meta descriptions, H1 headings, URLs (e.g. /auckland-plumbing-services)
- Use a Google Map on your Contact page
- Have clear contact info in your footer and on your Contact page
- Create location-specific landing pages for each area you serve
- Optimise for mobile and ensure fast page loading

3. Citations & Directory Listings

- List your business on key NZ directories such as Business Networking NZ and on a Facebook Business Page
- Ensure NAP consistency across all platforms
- Update listings whenever contact info or hours change

4. Reviews & Reputation Management

- Ask satisfied customers for Google reviews regularly
- Respond to every review (positive and negative)
- Avoid fake or incentivised reviews (Google can penalise this)
- Showcase top reviews on your website and social media
- Use customer testimonials in local content

5. Local Content Marketing

- Create blog posts or articles targeting local topics, such as local events, news, or seasonal trends and area guides (e.g. "Best cafés in Wellington CBD")
- Add case studies or project examples with local context
- Collaborate with local businesses or charities for content + backlinks
- Use local photos and real team images

6. Local Link Building

- Get backlinks from community websites or sponsorships, local newspapers, blogs, or event pages
- Partner with local influencers or associations
- Create press releases for local stories or awards

7. Mobile & Technical SEO

- Ensure your website is fully mobile-responsive
- Fix broken links and redirects
- Secure your site with HTTPS
- Enable click-to-call buttons for mobile visitors

8. Tracking & Analytics

- Connect Google Analytics and Google Search Console
- Monitor Google Business Insights (views, calls, directions)
- Track keyword rankings for “near me” and local queries
- Review which pages get the most local traffic

9. Ongoing Maintenance

- Refresh photos and updates every 3–6 months
- Monitor competitors' local listings
- Keep business hours accurate during holidays
- Encourage ongoing review generation
- Add new services or promotions to GBP