

DIY Local SEO Checklist



Business Name:

Keyword:

Competitors:

Instructions & Companion Guide: [Click Here](#)

	Your Business	Competitor 1	Competitor 2	Competitor 3
NAME				
Google Business Profile				
Total Reviews	#			
Reviews (Last 30 Days)	#			
Reviews (Last 60 Days)	#			
Reviews (Last 90 Days)	#			
Review Response Rate	%			
Main Business Category				
Secondary Categories				
Keyword-Optimized Description	Y/N			
Service Listings w/ Descriptions	Y/N			
Citation Profile				
Total Citations	#			
NAP Errors (Count)	#			
NAP Error Rate (%)	%			
Top-5 Citations Complete	#			
Website Optimization				
Individual Service Pages	Y/N			
Individual Location Pages	Y/N			
EEAT Content Quality	L/M/ H			
Regular Content Publishing	Y/N			