

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				

© 2026 Scrappy Marketing

<https://scrappy.agency>