

FREE CHECKLIST

Local SEO Checklist for Small Businesses

Everything a local shop, clinic, coaching institute or service business needs to show up on Google Maps and local search, plus how to pick an SEO agency.

Tick each box as you go

Google Business Profile

Often the first thing a nearby customer sees.

- ☐ **Claim your profile**
Many local businesses still have no profile, or an incomplete one.
 - ☐ **Pick the right primary category**
 - ☐ **Add real photos, opening hours and your services**
 - ☐ **Ask every happy customer for a review, and reply to them**
 - ☐ **Keep it active with regular updates**
A complete, active profile can put you in the Google Map Pack above bigger competitors.
-

Local SEO and content

- ☐ **Target the searches your customers type**
For example "best coaching in [city]", "dentist in [city]" or "hotels near [landmark]".
 - ☐ **Create a page for each location or service area**
 - ☐ **List your business in local and Indian directories**
Keep the name, address and phone number identical everywhere.
 - ☐ **Answer real customer questions on your site**
Admission queries for a coaching institute, treatment information for a clinic, and so on.
-

Your website

Most local searches happen on a phone, often on a slow connection.

- ☐ **Mobile-first design**
- ☐ **Fast page loads**
A slow site loses customers before they read your offer.
- ☐ **Clear calls to action and contact options**
Call, WhatsApp and directions should be one tap away.
- ☐ **Clean, simple page structure**

Choosing an SEO agency

- ☐ **Ask to see real results**
Actual client growth, ideally in Google Search Console or Analytics.
- ☐ **Find out who does the work every day**
- ☐ **Insist on live dashboard access**
Not just a monthly PDF.
- ☐ **Check they will manage your Google Business Profile and reviews**
- ☐ **Avoid long lock-in contracts**

Red flags: "guaranteed number one in 30 days" promises · no access to your own Google accounts or data · reports about clicks and impressions instead of leads or sales · no clear person to contact.

Want a free local SEO check?

Ask Ixoric for a free check of your Google Business Profile and website. Start at ixoric.com.