

# Outrank 99% of Local Businesses with This SEO Checklist

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## Section 1: Introduction: Local SEO and the Importance of Google's Local 3-Pack

- **Topic:** Local SEO & Google's Local 3-Pack
  - **Definition:** The top 3 business listings with a map in local search.
  - **Explanation:** Dominating the Local 3-Pack is crucial for local business visibility, especially in a possible recession.
  - **Key Insight:** Prioritizing impactful actions saves time and resources.
  - **Tool / Method Mentioned:** Whitespark's annual local SEO report.
  - **Quotation:** "It has never been more important to help your customers find you online."
  - **Actionable Task:** Download the checklist from the video description.
  - **Repeated Emphasis:** Focus on what matters first to maximize results.
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## Section 2: Priority 1: Set Primary Google Business Profile Category

- **Topic:** GBP Primary Category
- **Explanation:** Crucial to select the most specific, core service category.

- **Example:** Choose “Landscape Architect” over generic “Landscaper.”
  - **Step-by-step Process:**
    1. Log in to GBP
    2. Access “Business info”
    3. Use dropdown to select the most accurate category
  - **Tip / Rule:** Be as descriptive and precise as possible.
  - **Difficulty Level:** Easy
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## Section 3: Priority 2: Add Secondary Categories

- **Topic:** GBP Secondary Categories
  - **Explanation:** Support side services to increase search visibility.
  - **Example:** “Landscape Lighting Designer” alongside architect role.
  - **Step-by-step Process:**
    1. Under primary category, click “Add another category”
    2. Select up to ~5–6 that reflect actual services
  - **Tip / Rule:** Only include categories you truly offer.
  - **Difficulty Level:** Easy
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## Section 4: Priority 3: Complete All Listing Details

- **Topic:** GBP Profile Completeness

- **Explanation:** Fully filled profiles appear more trustworthy to both Google and users.
  - **Step-by-step Process:**
    - Fill in name, address, phone, website, description, photos, etc.
  - **Key Insight:** Google favors businesses investing in completeness.
  - **Quotation:** “The rewards go to the one who did more.”
  - **Difficulty Level:** Easy (time-consuming)
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## Section 5: Priority 4: Ensure NAP Consistency

- **Topic:** NAP Consistency
  - **Definition:** Matching Name, Address, Phone across all platforms.
  - **Explanation:** Uniformity helps Google verify your business.
  - **Example:** “123 Main Street” vs. “123 Main St.”
  - **Step-by-step Process:**
    1. Google your address
    2. Review listings (Yelp, Facebook, etc.)
    3. Correct any mismatches
  - **Tip / Rule:** Use consistent formatting everywhere.
  - **Common Mistake:** Abbreviations cause mismatches.
  - **Difficulty Level:** Medium
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## Section 6: Priority 5: Accurate Business Hours

- **Topic:** Business Hours
  - **Explanation:** Ensure posted hours match actual operations to avoid missed expectations.
  - **Example:** Avoid patrons showing up to closed business.
  - **Step-by-step Process:**
    1. Set operating hours in GBP
    2. Add holiday/special hours as needed
  - **Tip / Rule:** Update before planned closures or holidays.
  - **Difficulty Level:** Easy
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## Section 7: Priority 6: List All Services and Products

- **Topic:** GBP Services/Products
  - **Explanation:** Descriptions help Google match searches to your offerings.
  - **Example:** Listing “Artificial turf installation” enhances search reach.
  - **Step-by-step Process:**
    1. Access Services section in GBP
    2. List each service/product with descriptions
    3. Add pricing and keyword phrases when possible
  - **Tip / Rule:** Include relevant keywords naturally.
  - **Difficulty Level:** Easy
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## Section 8: Priority 7: Upload High-Quality Photos and Videos

- **Topic:** Visual Content in GBP
  - **Explanation:** Builds credibility and viewer trust.
  - **Example:** Before/after contractor photos, team pictures.
  - **Tip / Rule:** Use real images—staff, projects, avoid overusing AI.
  - **Step-by-step Process:**
    1. Capture visuals
    2. Upload to GBP
  - **Difficulty Level:** Easy
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## Section 9: Priority 8: Use Google Q&A Feature

- **Topic:** Google Q&A
- **Explanation:** Enables proactive FAQs and quick customer responses.
- **Step-by-step Process:**
  1. Navigate to Q&A in GBP
  2. Add common FAQs
  3. Respond to user-submitted questions promptly
- **Tip / Rule:** Quick replies create trust and value.
- **Key Insight:** FAQs serve multiple users with a single answer.
- **Difficulty Level:** Easy

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## Section 10: Priority 9: Optimize Website Title and Meta Description

- **Topic:** SEO Title & Meta Description
  - **Explanation:** Influences click-rate and ranking, improves visibility.
  - **Example:** “Plumber in Dallas – Affordable & 5-Star Rated.”
  - **Step-by-step Process:**
    1. Edit homepage title + meta description
    2. Include service keywords, location, benefits
  - **Tip / Rule:** Focus on relevancy and appeal.
  - **Key Insight:** Higher CTR boosts map and organic rankings.
  - **Difficulty Level:** Easy
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## Section 11: Priority 10: Create Dedicated Service Location Pages

- **Topic:** Service Location Landing Pages
- **Explanation:** Separate pages per service/place increase local relevance.
- **Example:** “Roof Repair in Austin,” “Drain Cleaning in Austin.”
- **Step-by-step Process:**
  1. Create new page per service + city
  2. Populate with localized keyword-rich content

- **Tool / Method Mentioned:** Use ChatGPT to generate copy
  - **Tip / Rule:** Keep homepage lean; separate topics to individual pages.
  - **Difficulty Level:** Medium
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## Section 12: Priority 11: Encourage Google Reviews

- **Topic:** Review Solicitation
  - **Explanation:** Positive reviews build trust and improve local SEO.
  - **Step-by-step Process:**
    1. Ask satisfied customers after service
    2. Provide direct review link
  - **Tip / Rule:** Keep the process easy and targeted
  - **Difficulty Level:** Medium
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## Section 13: Priority 12: Achieve High Star Ratings

- **Topic:** Star Rating Quality
  - **Explanation:** Both number and average rating (e.g. 4.8 vs 4.6) matter.
  - **Key Insight:** Superior ratings deliver competitive advantage.
  - **Tip / Rule:** Maintain high service standards, request reviews continuously
  - **Difficulty Level:** Medium
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## Section 14: Priority 13: Get Keywords in Reviews

- **Topic:** Keyword Usage in Reviews
  - **Explanation:** Reviews explicitly referencing services & location support SEO.
  - **Step-by-step Process:**
    1. Ask customers to mention service (e.g., “drain cleaning”)
  - **Tip / Rule:** Suggest phrases, but don’t script verbatim
  - **Key Insight:** Reinforces service and geographic relevance
  - **Difficulty Level:** Medium
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## Section 15: Priority 14: Include Booking or Appointment Link

- **Topic:** Booking Link Integration
  - **Explanation:** Enables direct bookings & signals engagement to Google.
  - **Step-by-step Process:**
    1. Add appointment page URL in GBP
  - **Tip / Rule:** Link must go to actual scheduling, not just homepage
  - **Difficulty Level:** Easy
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## Section 16: Priority 15: List on Major Directories (Citations)

- **Topic:** Online Citations

- **Definition:** Mentions of your NAP across directories/websites
  - **Explanation:** Quantity increases credibility and SEO trust.
  - **Step-by-step Process:**
    1. List on Yelp, Facebook, Bing, Apple Maps
    2. Add local + niche directories (e.g., home services, Angie's List)
  - **Tip / Rule:** Ensure consistent NAP across all listings
  - **Tool / Method Mentioned:** Outsource for efficiency
  - **Difficulty Level:** Medium
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## Section 17: Priority 16: Remove Spam Listings

- **Topic:** Reporting Spam Competitors
  - **Explanation:** Removing fake/keyword-stuffed competitor listings frees up space in Local 3-Pack.
  - **Example:** Businesses adding unauthorized keywords to names
  - **Step-by-step Process:**
    1. Identify suspect listings
    2. Use Google Maps "Suggest an Edit"
    3. Attach proof (e.g., business's own website screenshot)
  - **Tip / Rule:** Review competitors monthly
  - **Key Insight:** Competitive oversight boosts your own visibility
  - **Difficulty Level:** Medium
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## Section 18: Priority 17: Build Quality Backlinks

- **Topic:** Backlink Acquisition
  - **Explanation:** Links act as trust signals and improve organic + map SEO.
  - **Step-by-step Process:**
    1. Join reputable organizations (e.g. BBB, local chamber)
    2. Write guest posts with author link
  - **Tip / Rule:** Consider outsourcing due to time demands
  - **Difficulty Level:** Hard / Time-consuming
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## Section 19: Priority 18: Descriptive Business Name

- **Topic:** Business Name Optimization
  - **Explanation:** Names that include service keywords help SEO and clarity.
  - **Example:** “Smith Plumbing and Heating” reflects services offered
  - **Tip / Rule:** Use legal name—only rebrand if it fits strategy
  - **Difficulty Level:** Difficult (requires legal change)
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## Section 20: Priority 19: Physical Address in Target City

- **Topic:** Business Location
- **Explanation:** Having a physical presence in your target city is crucial for ranking.
- **Example:** Listing “landscape architect Chicago” but based elsewhere won’t rank.

- **Tip / Rule:** Open branch or relocate to target area to qualify
  - **Difficulty Level:** Very Hard (requires real commitment)
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## Section 21: Priority 20: Proximity to Searchers

- **Topic:** Searcher Proximity
  - **Explanation:** Google prioritizes nearby businesses regardless of broader service
  - **Example:** Business in Elmherst struggles to rank in Chicago
  - **Key Insight:** Proximity remains a fixed ranking factor—focus locally
  - **Difficulty Level:** Not actionable (location-dependent)
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## Section 22: YouTube as a Local Marketing Opportunity

- **Topic:** YouTube for Local Business
  - **Explanation:** Video content can bypass proximity issues and showcase capabilities.
  - **Example:** Bobby's success story using YouTube to outcompete locally
  - **Actionable Task:** Create video content that demonstrates value and builds credibility
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