

TORRO MEDIA LOCAL SEO CHECKLIST



GOOGLE BUSINESS PROFILE

- ☐ Choose the Best Primary Category
- ☐ Utilize Google Posts Regularly
- ☐ Monitor and Answer Q&A
- ☐ Enable Google Messaging (reply fast)
- ☐ Add Business Description Keywords
- ☐ Add Service Area (if applicable)
- ☐ Upload High-Quality Photos & Logo

WEBSITE & ON-PAGE SEO

- ☐ NAP Consistency (Name, Address, Phone)
- ☐ Use LocalBusiness Schema Markup
- ☐ Embed a Google Map on Local Pages
- ☐ Publish Location-Specific Content
- ☐ Optimize Title Tags & Meta Descriptions for City + Service
- ☐ Create Individual Service Pages

REVIEWS & REPUTATION

- ☐ Ask for Reviews
- ☐ Get Keywords in Reviews (discreetly)
- ☐ Respond to All Reviews (nice & fast)
- ☐ Use Review Widgets on Your Website

CITATIONS & LISTINGS

- ☐ Audit and Fix Existing Citations
- ☐ Get Listed on Major + Niche Directories
- ☐ Use Consistent Categories & Descriptions
- ☐ Add Photos/Descriptions to Listings

LOCAL LINK BUILDING

- ☐ Local Guest Posts
- ☐ Create Local Resource Content
- ☐ Awards & Sponsorship Link Building
- ☐ Partner with Local Charities or Events

BEHAVIORAL & ENGAGEMENT

- ☐ Make Google Profile Clickable
- ☐ Use Booking/Reservation Features
- ☐ Encourage Brand Searches (via Ads)
- ☐ Improve Page Speed & Mobile UX

TRACKING & TOOLS

- ☐ Use Tool(s) to Track Rankings
- ☐ Use Google Search Console & GA4
- ☐ Monitor Call Tracking with Dynamic #
- ☐ Stay Updated on Local SEO Trends

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