

FOUR-WEEK ACTION PLAN

30-Day Local SEO Checklist

Make it easier for nearby customers to find, trust and contact your business.

How to use this

- 1 Work through one section each week.
- 2 Add the date beside every finished task.
- 3 Review results at the end of the month.

WEEK 1

Profile and listings

- ☐ Match your name, address and phone everywhere. Done on _____
- ☐ Choose the closest primary category. Done on _____
- ☐ Add useful secondary categories. Done on _____
- ☐ List every current service. Done on _____
- ☐ Check regular and holiday hours. Done on _____
- ☐ Add recent, real photos. Done on _____
- ☐ Test the booking or contact link. Done on _____

WEEK 2

Service pages

- ☐ Give each main service its own page. Done on _____
- ☐ Name the service area clearly. Done on _____
- ☐ Use real project or team photos. Done on _____
- ☐ Answer common customer questions. Done on _____
- ☐ Add a clear call or booking button. Done on _____
- ☐ Check page titles and headings. Done on _____
- ☐ Link related services together. Done on _____

Month and goal

MONTH

MAIN RESULT TO IMPROVE

WEEK 3

Reviews

- ☐ Choose the right moment to ask. Done on _____
- ☐ Write a short, personal ask script. Done on _____
- ☐ Make a direct review link. Done on _____
- ☐ Put the link in follow-up messages. Done on _____
- ☐ Reply to every current review. Done on _____
- ☐ Thank happy and unhappy reviewers. Done on _____
- ☐ Assign one person to check weekly. Done on _____

WEEK 4

Tracking

- ☐ Set up call tracking. Done on _____
- ☐ Set up form tracking. Done on _____
- ☐ Add UTM tags to the profile link. Done on _____
- ☐ Test calls and forms yourself. Done on _____
- ☐ Record this month's baseline. Done on _____
- ☐ Book a monthly review date. Done on _____
- ☐ Choose one next improvement. Done on _____

Monthly review

Keep it simple

PROFILE VIEWS

CALLS

FORMS OR BOOKINGS

Next steps

NEW REVIEWS

WHAT WORKED

NEXT MONTH'S FOCUS



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