

CHECKLIST · ONGOING SEO

Monthly Local SEO Checklist

A recurring task checklist to maintain and grow your local Google rankings every month. Use it yourself or assign tasks to a team member.

Weekly Do every week

Monthly Do once a month

Quarterly Do every 3 months

Ongoing Keep doing consistently

● Google Business Profile Tasks

- Post an update, offer, or tip** **Weekly**
Use GBP Posts to show Google your profile is active. Include a keyword and a CTA.
- Add 2–4 new photos** **Weekly**
Real job photos, team photos, or before/after shots. Avoid stock images.
- Respond to all new reviews** **Ongoing**
Reply to every review within 24 hours — positive and negative.
- Answer Q&A questions** **Ongoing**
Check and answer any new questions on your GBP profile.
- Update hours for holidays** **Monthly**
Check for upcoming holidays and update special hours in advance.
- Review profile completeness** **Monthly**
Check that all services, attributes, and descriptions are filled in and accurate.

● Review Generation Tasks

- Send review requests to all new customers** **Ongoing**
Use your SMS or email templates. Send within 24 hours of service.
- Track review count and rating** **Monthly**
Note your total reviews and star rating. Aim for 2–5 new reviews per month minimum.
- Follow up with non-responders once** **Monthly**
One follow-up only — never more. Send 3 days after the first ask.
- Check for new negative reviews to respond to** **Weekly**
Set a Google Alert for your business name to catch reviews fast.

● Website & On-Page Tasks

Check Google Search Console for errors Monthly
Look for crawl errors, manual penalties, and coverage issues.

Check PageSpeed score Monthly
Test mobile and desktop at pagespeed.web.dev. Fix anything under 70.

Publish one local content piece Monthly
Blog post, city landing page update, or FAQ addition targeting a local keyword.

Check all contact forms and phone links work Monthly
Test your click-to-call link and any contact forms on mobile.

● Citation & NAP Tasks

- Spot-check 5 key directories for accuracy** Monthly
Check Google, Yelp, Apple Maps, Bing, and Facebook every month.
- Full citation audit** Quarterly
Use BrightLocal or Whitespark to check all 40+ directories for NAP errors.
- Submit to 2–3 new directories** Monthly
Prioritize industry-specific and local city/chamber directories.
- Remove or merge duplicate listings** Quarterly
Duplicate listings with conflicting NAP confuse Google. Find and remove them.

● Link Building Tasks

- Reach out to 2 local link prospects** Monthly
Local news, blogs, chambers, community sites, or supplier pages.
- Check for unlinked brand mentions** Monthly
Search your business name in Google. Any mentions without a link? Reach out and ask.
- Sponsor or attend a local event** Quarterly
Sponsorships often come with a backlink from the event website — great local signal.

● Monthly KPI Tracker

Metric	Month 1	Month 2	Month 3
Google Business Profile views			
GBP phone calls			
GBP direction requests			
Google review count			
Google review rating			
Website organic sessions			
Map Pack keywords ranking			
New citations added			
New backlinks earned			

💡 **Pro tip: Set a recurring calendar event**

Block 2 hours on the first Monday of every month to work through this checklist. Consistency beats intensity in local SEO — small actions done every month compound into dominant rankings.

Need help executing this every month? **LocalHero** offers fully managed local SEO campaigns — we handle everything on this list and more. Book a free strategy call at localhero.live.