

Local Search Visibility Checklist.

*25 things every local service business
should have locked down.*

Most local businesses lose customers before they ever get a call. They rank below competitors with weaker service and fewer reviews, simply because their digital presence has fixable gaps.

This checklist covers every layer of local search visibility: your Google Business Profile, review strategy, citation health, website basics, and competitive position.

HOW TO USE THIS

23 – 25 You are in strong shape. Focus on review volume and consistency.

18 – 22 Clear gaps exist. Prioritize GBP completeness and citation cleanup.

Under 18 Significant opportunity. A gap analysis will show you where to start.

● 01 Google Business Profile

Your GBP is the single highest-leverage asset in local search. Start here.

- Claimed and verified your Google Business Profile
- Business name matches exactly what is on your signage and website
- Primary category is the most specific match for your core service
- 2 to 3 secondary categories added for related services
- Business description written (up to 750 characters), with your primary keyword in the first sentence
- All service areas listed if you serve multiple cities or zip codes
- Hours are accurate and holiday hours are kept current
- At least 10 photos uploaded covering interior, exterior, team, and work samples
- Services section populated with clear descriptions
- Q&A section seeded with your 5 most common customer questions

● 02 Reviews

Volume and recency matter. Fifteen recent reviews outrank 200 old ones.

- You have a direct review link ready to send to every customer
- You have a consistent process for requesting reviews after every completed job
- You respond to every review, positive and negative
- You have at least 10 Google reviews (20 or more is competitive in most markets)
- Your average rating is 4.5 or higher

● 03 Citation Consistency

Inconsistent NAP data confuses Google and costs you rankings.

- Business name, address, and phone (NAP) are identical across all directories
- You are listed on the top directories: Google, Yelp, Facebook, BBB, Bing Places, Apple Maps, Foursquare, Angi, HomeAdvisor, and Yellow Pages
- No duplicate listings exist on Google or Yelp
- Your website URL is consistent across all listings

● 04 Website Basics

Your site needs to convert the traffic your GBP sends it.

- Your homepage has your city and service area in the title tag and H1
- You have a dedicated page for each core service you offer
- Your phone number is a clickable link on mobile
- Your site loads in under 3 seconds on mobile
- You have a Google Maps embed on your contact page

● 05 Competitive Positioning

Knowing what your competitors do well is as useful as fixing your own gaps.

- You know who your top 3 local competitors are in Google Maps
- You have reviewed their GBP profiles to understand how they are positioned
- You know which keywords you are ranking for versus not ranking for
- You are tracking your local pack position at least once a month

SCORE YOURSELF

23 – 25 You are in strong shape. Maintain consistency and build review volume.

18 – 22 Clear gaps. Prioritize GBP completeness and citation cleanup first.

Under 18 Significant opportunity. A full gap analysis will tell you exactly where to start.

Want to know where you actually stand?

Submit your business info and I will run a full local search analysis: your GBP completeness, ranking position, citation health, review profile, and top competitors.

You get a written report within 12 hours.
No pitch. No obligation. Free.

SUBMIT YOUR INFO AT

zeisworks.com/gap-analysis

WHAT'S IN YOUR FREE REPORT:

- GBP completeness score and missing fields
 - Local pack ranking position for your core services
 - Citation health across 50+ directories
 - Top competitor comparison and positioning gaps
 - Prioritized action list, starting with highest impact
-

No fluff. No sales call required. A real analysis of your actual visibility.

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