

Local SEO Checklist

A practical 20-point checklist for Irish small businesses. Tick what is already in place, then use the gaps to decide what to tackle next.



GOOGLE BUSINESS PROFILE

- ☐ Profile claimed and verified
- ☐ Correct category, contact details and opening hours
- ☐ Services and service areas are accurate
- ☐ Recent, genuine photos added



WEBSITE & LOCAL SEO

- ☐ Main services have dedicated, optimised pages
- ☐ Website clearly states the areas you serve
- ☐ Important local keywords are targeted naturally
- ☐ Location pages are unique and genuinely useful
- ☐ Website works well on mobile



REVIEWS & TRUST

- ☐ Customers are regularly asked for Google reviews
- ☐ Recent reviews are being received and responded to
- ☐ Business details are consistent across the web



AUTHORITY & TECHNICAL SEO

- ☐ Calls, forms and bookings are tracked
- ☐ Google Business Profile performance is reviewed
- ☐ Relevant local and industry links or mentions are being built
- ☐ Google Search Console and GA4 are set up
- ☐ Important pages are indexed correctly
- ☐ LocalBusiness schema is used where appropriate



MEASURE WHAT MATTERS

- ☐ Local search visibility is improving
- ☐ Calls, forms and bookings are tracked
- ☐ SEO is measured against leads and sales
- ☐ Google Business Profile performance is reviewed

HOW DID YOU GET ON?



15-20 checked

Strong foundations. Focus on improving what is already working.



10-14 checked

You're on the right track. There are worthwhile gaps to tackle.



Under 10

Start with your Business Profile, website and reviews.



Need help improving your local visibility?

New Era Digital helps Irish businesses get found across Google, Maps and modern AI-assisted search.