

Local Visibility Checklist

Ten practical checks for Google Business Profile accuracy, reviews, citations, local pages, structured data, and working lead paths.

This measures completion, not rankings. Google says local results are mainly based on relevance, distance, and prominence. Use this checklist to find controllable gaps; do not treat it as a Maps position or traffic forecast.

BUSINESS	REVIEW DATE
PROFILE URL	REVIEWER
LOCATION OR SERVICE AREA	NEXT REVIEW DATE

Checks 1–5: profile accuracy and control

1. Real-world business name

The profile name matches signage, website, stationery, and customer-facing branding; it does not add fake location or service keywords.

☐ Yes ☐ No ☐ N/A Owner: _____ Due: _____

Evidence or correction:

2. Address or service area, phone, hours, and website

Every customer-facing field is current. A service-area business that does not receive customers at its address hides it.

☐ Yes ☐ No ☐ N/A Owner: _____ Due: _____

Evidence or correction:

3. Smallest accurate category set

The primary category describes the core business specifically; secondary categories are genuinely relevant.

☐ Yes ☐ No ☐ N/A Owner: _____ Due: _____

Evidence or correction:

4. Owner-controlled access

The business owner controls the profile, manager access is documented, recovery details are current, and duplicate profiles are tracked.

☐ Yes ☐ No ☐ N/A Owner: _____ Due: _____

Evidence or correction:

5. Services, attributes, hours, and authentic media

Useful fields are complete and current. Rights-cleared photos show the actual business, work, people, or location.

☐ Yes ☐ No ☐ N/A Owner: _____ Due: _____

Evidence or correction:

Checks 6–10

6. Ethical review process

Eligible customers receive the same neutral request. There are no incentives or review gating, and responses protect private information.

☐ Yes ☐ No ☐ N/A Owner: _____ Due: _____

7. Priority citations and duplicates

Directories customers actually use carry recognizable, approved business information. Conflicts and duplicates are tracked.

☐ Yes ☐ No ☐ N/A Owner: _____ Due: _____

8. Matching local landing page

The linked page confirms the real service, location or service area, contact details, and next step with useful original information.

☐ Yes ☐ No ☐ N/A Owner: _____ Due: _____

9. Crawlability and LocalBusiness structured data

The page loads, is indexable and mobile-ready, declares the preferred canonical, and uses accurate validated structured data where eligible.

☐ Yes ☐ No ☐ N/A Owner: _____ Due: _____

10. Tested customer path and named owner

Calls, forms, bookings, quotes, and after-hours handling are tested. Failures and recurring reviews have an owner.

☐ Yes ☐ No ☐ N/A Owner: _____ Due: _____

Action plan

Priority gap	Evidence / change	Owner	Due	Verified

Primary guidance

Google local ranking: support.google.com/business/answer/7091?hl=en
Business representation: support.google.com/business/answer/3038177?hl=en
Review practices: support.google.com/business/answer/3474122?hl=en
LocalBusiness structured data: developers.google.com/search/docs/appearance/structured-data/local-business