Monitoring and Reporting

Create a website	Set up Search Console	Set up Bing Webmaster Tools	Set up GA4	Keyword research	Set up rank tracking reports
○	○	○	○	○	○

Google Business Profile

Set up GBP	Verify GBP	Set your primary category	Write a description	Set your opening hours
○	○	○	○	○

Add social channels	Add photos	Add products or services	Set up a GBP posting schedule	Create a monitoring schedule
○	○	○	○	○

Website and Content Optimization

Perform a Local Search Audit	Homepage optimization	Location and service pages	Optimize metadata	Main navigation
○	○	○	○	○

Review internal linking and broken links	NAP and location data	Review technical SEO (Core-web vitals, Structured Data, URLs and Sitemap)	Set up call tracking	Plan and publish content
○	○	○	○	○

Citation Building and Listings

Claim important listings as a priority	Claim social media channels	Run a citation audit	Check for consistency	Build new citations on top directories
○	○	○	○	○

Duplicate removal	Audit competitors to find gaps	Add listings on industry-specific directories	Add listings on location-specific directories	Set up listings management
○	○	○	○	○

Review Management

Get listed on industry review platforms	Create a Google review link	Ask customers for Google reviews	Ask customers for other review types
○	○	○	○

Respond to your reviews	Create review templates	Monitor your reviews	Flag fake reviews
○	○	○	○

Link Building

Local sponsorships, events and meetups	Local community sites	Local charities and scholarships	Write for local publications
○	○	○	○

Local case studies	Backlink and Competitor Audit	Link reclamation	Track brand mentions
○	○	○	○