



LOCAL SEO

How to appear on Google Maps

A practical guide for businesses that want more visibility and local customers.



01 • PROFILE

Optimize your Google Business Profile

Check every action that is already implemented.

- | | |
|--|--|
| ☐ Correct business name | ☐ Updated services |
| ☐ Appropriate primary category | ☐ Correct hours |
| ☐ Relevant secondary categories | ☐ Recent photos |
| ☐ Clear description | ☐ Correct website URL |



02 • REVIEWS

Turn reputation into a local signal

Check every action that is already implemented.

- ☐ Request reviews consistently
- ☐ Make the process easy for customers
- ☐ Respond to all reviews
- ☐ Don't buy reviews
- ☐ Respond with context, not templates
- ☐ Highlight real cases and experiences
- ☐ Monitor recurring themes
- ☐ Use feedback to improve the service



03 • LOCAL WEBSITE

Align your website with your local presence

Check every action that is already implemented.

- | | |
|---|--|
| ☐ Complete contact page | ☐ Maps and local references |
| ☐ Consistent NAP | ☐ Useful local content |
| ☐ Location pages when they add value | ☐ Internal links to locations |
| ☐ Services + location | ☐ LocalBusiness Schema when appropriate |



04 • AUTHORITY

Strengthen signals outside your website

Check every action that is already implemented.

- | | |
|--|--|
| ☐ Relevant directories | ☐ Relevant sponsorships |
| ☐ Chambers and associations | ☐ Brand mentions |
| ☐ Local media | ☐ Local links |
| ☐ Local partners | ☐ Consistent profiles |



05 • CONTENIDO

Publish topics local customers search for

Check every action that is already implemented.

- | | |
|---|--|
| ☐ Service guides | ☐ Useful comparisons |
| ☐ Frequently asked questions | ☐ Common problems |
| ☐ Costs and factors | ☐ Seasonal content |
| ☐ Local cases | ☐ Commercial-intent questions |



06 • CHECKLIST

20 quick actions

Check every action that is already implemented.

- | | |
|--|---|
| ☐ Audit GBP | ☐ Add FAQs |
| ☐ Update categories | ☐ Review Schema |
| ☐ Review services | ☐ Earn mentions |
| ☐ Add photos | ☐ Find local links |
| ☐ Respond to reviews | ☐ Review competitors |
| ☐ Request new reviews | ☐ Measure calls |
| ☐ Fix NAP | ☐ Measure clicks |



07 • CTA

Make your business more visible locally

A local strategy connects your profile, website, reviews, and external signals.

NEXT STEP

Request a Local SEO strategy with AnaK SEO Lab.

anakseolab.com