

The 7-Day Local SEO Checklist

Everything you need to do in your first week to start showing up in Google's Local Pack — one focused task per day.

WHAT YOU GET

- 7 days of specific, do-it-today actions
- The reason each task matters, in plain English
- The 5 mistakes that quietly kill local rankings
- A weekly habit that keeps you ahead after day 7

Before You Start

Two minutes of setup that makes the whole week work.

Rule 1 — You cannot control distance. Google ranks local businesses on relevance, distance and prominence. Distance is fixed. So every task in this checklist improves either **relevance** or **prominence**. Nothing here is wasted effort.

Rule 2 — Do one day per day. Do not try to finish this in one sitting. The habit matters more than the speed.

You will need: access to your Google Business Profile (business.google.com), your website login, and about 30–45 minutes per day.

The 7-Day Plan

Tick each box as you go. Do not skip ahead.

DAY 01

Fix Relevance

Tell Google exactly what you do

- ☐ Open your Google Business Profile and check your PRIMARY category
- ☐ Change it to match your highest-value service exactly (not 'Business Service')
- ☐ Add 3-5 relevant secondary categories
- ☐ Rewrite your business description in plain language
- ☐ Mention your main service and your city naturally in the description

Why: Vague categories are the #1 reason good businesses stay invisible.

DAY 02

Complete The Profile

Empty fields are lost points

- ☐ Fill in your full opening hours
- ☐ Add HOLIDAY hours (most competitors forget this)
- ☐ Add phone number and website URL
- ☐ Set all relevant attributes (wheelchair access, wifi, parking, payment types)
- ☐ Add your business opening date
- ☐ Define your service areas if you travel to customers

Why: Aim for 100% completeness. Google shows a progress meter - finish it.

DAY 03

Add Real Photos

Google's AI reads your images

- ☐ Upload 10-15 genuine photos, not stock images
- ☐ Include: exterior, interior, team, products, work in progress
- ☐ Add a logo and a cover photo
- ☐ Name the files descriptively before uploading
- ☐ Set a reminder to add 2-3 new photos every week

Why: Real photos beat stock photos every time - customers can tell.

DAY 04

List Your Services

Every service is a new door

- ☐ Add every service you offer as a SEPARATE entry
- ☐ Write a short description for each one
- ☐ Use the words your customers actually type, not industry jargon
- ☐ Add products too if you sell physical items

Why: Each service is a chance to match a different search query.

DAY 05

Audit Your NAP

Name, Address, Phone - everywhere

- ☐ Google your exact business name
- ☐ List the top 20 websites where your business appears
- ☐ Check Name, Address and Phone are IDENTICAL on each one
- ☐ Fix every mismatch you find (or note it for later)
- ☐ Decide on one official format and never change it again

Why: Three different phone numbers online tells Google you might not be real.

DAY 06

Build The Review System

This is the 2026 game-changer

- ☐ Create your Google review short link
- ☐ Write a short, polite request message you can reuse
- ☐ Reply to EVERY review currently sitting unanswered
- ☐ Set a weekly calendar reminder to ask recent customers
- ☐ Ask within 24 hours of a good experience, while the feeling is fresh
- ☐ Never buy reviews or offer discounts for them

Why: Fresh reviews now matter more than total review count. Consistency beats volume.

DAY 07

Start The Activity Habit

Look alive to Google

- ☐ Publish your first Google post
- ☐ Commit to 1 post per week from now on
- ☐ Commit to 2-3 new photos per week
- ☐ Answer any questions in the Q&A section
- ☐ Add your own useful Q&A entries
- ☐ Put all of this in your calendar as a repeating task

Why: Google favours businesses that look active. Most competitors quit after week one.

5 Mistakes That Quietly Kill Local Rankings

Check yourself against these before you finish.

X

Keyword stuffing your business name

'Best Cheap Dentist KL Bukit Bintang' is a policy violation. Use your real name.

X

Inconsistent NAP

Three phone numbers across the web tells Google you may not be a real, stable business.

X

Fake or virtual addresses

Short-term gain, long-term suspension. Recovering a suspended profile is painful.

X

Ignoring negative reviews

A calm, professional reply often impresses future customers more than a perfect score.

X

Set it and forget it

A profile untouched for a year looks closed to Google.

After day 7 — the habit that wins: one Google post, 2–3 new photos, and ask 2–3 customers for a review. Every week. Do that for 90 days and you will out-work almost every competitor in your area, because most of them do nothing after the first week.

Want me to look at your competition?

Tell me your city and your industry in the comments on the article, and I will check your Local Pack competition and reply with one specific thing you can fix this week. Free.

Read the full guide: mamunurrahman.com/how-google-ranks-local-businesses