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LOCAL SEO CHECKLIST

for Cumbrian businesses

Work through this list to give your business the best chance of appearing in Google's local pack, the map and three listings shown for searches like ‘electrician Carlisle’ or ‘café near me’. Google ranks local results on relevance, distance and prominence. You can't move closer to every customer, but everything here improves the other two.

ᚠ 01 GOOGLE BUSINESS PROFILE

- [ ] Profile claimed and verified
- [ ] Correct primary category
  The one that best describes what you are. Add secondary categories only for genuine services.
- [ ] Business name matches your signage
  No extra keywords or town names. It breaks Google's guidelines.
- [ ] Address shown, or service area set
  Hide your address if customers don't visit, and list the towns you really cover.
- [ ] Opening hours accurate
  Including bank holidays and seasonal changes.
- [ ] Services or products listed
  Each with a short, plain description.
- [ ] Genuine photos added
  Premises, team and finished work. Aim for at least ten, then keep adding.
- [ ] Description, website and phone number checked
  Clear summary of what you do and where, with a working website link.

ᚱ 02 REVIEWS

- [ ] A direct review link ready to send
  Copy it from your profile and send it by text or email.
- [ ] Every happy customer asked
  Ask straight after the job, while it's fresh.
- [ ] Every review replied to, good and bad
  Short, personal and calm. Take complaints offline.
- [ ] New reviews arriving each month
  A steady trickle beats a burst followed by silence.
- [ ] No paid, incentivised or self-written reviews
  They break Google's rules and can be removed.

ᚲ 03 CITATIONS

- [ ] Name, address and phone (NAP) identical everywhere
  Website, Business Profile, social media and directories.
- [ ] Listed on Bing Places and Apple Business Connect
- [ ] Facebook, Yell and trade directories up to date
- [ ] Old addresses and phone numbers corrected
  Fixing wrong listings often helps more than adding new ones.
- [ ] Duplicate Google listings found and dealt with
  Duplicates split your reviews and confuse Google.

ᛏ 04 KEEP IT ACTIVE

- [ ] A Google post at least once a month
  Offers, news, events or a recent job.
- [ ] New photos every month or two
- [ ] Questions in the Q&A answered
  Add your own common questions too.
- [ ] Hours updated before holidays
- [ ] Profile checked monthly
  Anyone can suggest edits to your listing, and some are accepted automatically.

ᚹ 05 ON YOUR WEBSITE

- [ ] Town or area in page titles and headings
  Where it reads naturally, for example 'Kitchen fitter in Carlisle'.
- [ ] A separate page for each main service
- [ ] Name, address and phone in the footer
  Matching your Business Profile exactly.
- [ ] Contact page with a map and directions
- [ ] Local business schema added
  Structured data that labels your details for search engines.
- [ ] Fast and easy to use on a phone
  Most local searches happen on mobile.
- [ ] Area pages only where each is genuinely useful
  Copying a page and swapping the town name does more harm than good.

WHERE TO START

01 Check your primary category and business name are right.

02 Ask your last ten happy customers for a review, and reply to every review you already have.

03 Make sure your name, address and phone number match on your website and your Business Profile.

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RATHER WE TOOK CARE OF IT?

Ashraven Digital helps businesses across Carlisle and Cumbria get found locally, from Business Profiles and reviews to fast, well-built websites. Start with a free SEO and website health check.

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