

# Local SEO & Google Business Profile Checklist

Local is where agents win fastest. Optimize the profile, then feed it.

## GOOGLE BUSINESS PROFILE SETUP

- Claim and verify** your profile.
- Primary category:** Real Estate Agent. Add relevant secondary categories.
- Complete every field:** service areas, hours, phone, website, services.
- Photos.** A real headshot, your logo, and local shots. Add new ones regularly.
- Write a keyword-aware business description** that says who you help and where.

## FEED IT EVERY WEEK

- Post regularly.** New listings, sold updates, market notes, local tips.
- Collect reviews.** Ask every happy client and make it a habit, not an afterthought.
- Respond to every review,** good or bad, professionally.
- Answer questions** in the Q&A section before someone else does.

## CONSISTENCY AND CITATIONS

- Identical name, address, phone** on your site, GBP, and every directory.
- List in the directories that matter:** Zillow, Realtor.com, your MLS, local chambers.
- Embed a map** and your NAP on your website contact page.

## LOCAL CONTENT ON YOUR SITE

- A page per neighborhood or city** you serve, with real detail a local would recognize.
- Market updates** for your areas, refreshed on a schedule.
- Internal links** from those pages to your listings and contact page.

**Why local first:** ranking nationally for "real estate" is a decade-long fight. Ranking in your town for your neighborhoods is winnable this year, and those are the people who actually hire you.