

Local SEO Checklist for Long Island Service Businesses



WHAT ACTUALLY MOVES THE NEEDLE

Use this checklist to make sure your business is positioned to show up in Google's local results and Google Maps across Long Island.

Google Business Profile (GBP)

- ✓ Business name matches your real-world name
- ✓ Correct primary category selected
- ✓ Relevant secondary categories added
- ✓ Service areas include actual towns you serve
- ✓ Local phone number listed
- ✓ Hours are accurate (including holidays)
- ✓ Website link points to the most relevant page
- ✓ Appointment or booking link connected (if applicable)
- ✓ Business description clearly states services + areas
- ✓ New photos added regularly (real jobs, team, location)

Reviews & Reputation

- ✓ Process in place to ask happy customers for a review
- ✓ Reviews coming in steadily (not in bursts)
- ✓ Reviews mention services and towns naturally
- ✓ All reviews receive a response
- ✓ Average rating maintained at 4.5+ stars

NAP Consistency (Name, Address, Phone)

- ✓ NAP is identical on website, Google, and directories
- ✓ Same formatting used everywhere (no variations)
- ✓ Major listings verified and updated
- ✓ No duplicate or outdated listings floating around

Website Basics (Local SEO Support)

- ✓ Clear service pages for core offerings
- ✓ Pages include service + Long Island language naturally
- ✓ Phone number is visible on every page
- ✓ Contact form works on mobile
- ✓ Page titles include service + location
- ✓ Strong call-to-action on every page

Service Area & Town Pages

- ✓ High-value towns identified (Suffolk + Nassau)
- ✓ Pages contain real content, not copy-paste text
- ✓ Town pages include:
 - Services offered in that area
 - Local photos or proof
 - FAQs related to that service/town
 - Testimonials when available
- ✓ Internal links point to these pages

Local Signals & Links

- ✓ Listed in local business directories
- ✓ Member of chambers or local organizations
- ✓ Partner/vendor links where possible
- ✓ Sponsorships or community involvement reflected online
- ✓ No spammy or irrelevant backlinks

Technical & Performance

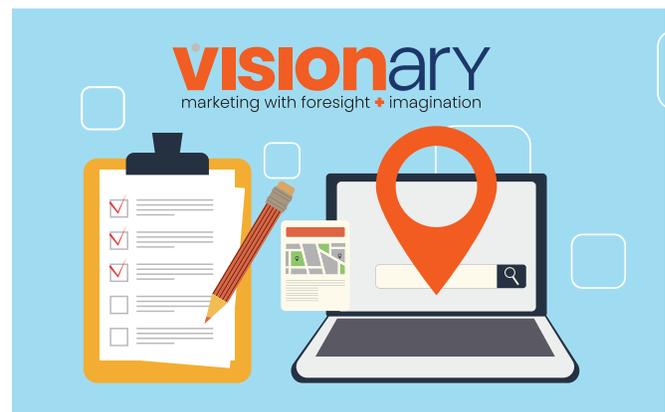
- ✓ Website loads quickly on mobile
- ✓ Images optimized (not oversized)
- ✓ HTTPS enabled
- ✓ Broken pages and errors fixed
- ✓ Forms and click-to-call tracking enabled

Tracking What Matters

- ✓ Google Business Profile calls tracked
- ✓ Website form submissions tracked
- ✓ Click-to-call events tracked
- ✓ Organic traffic to service pages monitored
- ✓ Leads and booked jobs reviewed monthly

Weekly Habits That Compound

- ✓ Add photos to Google Business Profile
- ✓ Post an update or offer in GBP
- ✓ Respond to new reviews
- ✓ Monitor calls and inquiries
- ✓ Check for listing issues or changes



If this checklist isn't being followed consistently, rankings and leads will stall. Local SEO rewards businesses that look active, credible, and clearly tied to their service area.