



# Google Maps SEO Checklist (2026)

*Created by Twiss Digital Marketing — Meridian, Idaho's Local SEO Experts*

*(Insert your logo + contact info here)*

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## 1. Google Business Profile (GBP) Setup

Task	Description	Status
<b>Claim &amp; Verify</b>	Log into Google Business Profile → verify via postcard, phone, or email.	<input type="checkbox"/>
<b>Business Name</b>	Match exactly with your real-world signage. No keyword stuffing.	<input type="checkbox"/>
<b>Address &amp; Service Area</b>	Enter your physical address or define clear service areas (Meridian, Eagle, Kuna, Boise).	<input type="checkbox"/>
<b>Phone Number</b>	Use a local (208) number that matches your website.	<input type="checkbox"/>
<b>Website Link</b>	Use the primary, crawlable version (https:// not http://).	<input type="checkbox"/>
<b>Business Categories</b>	Choose one precise primary (e.g., “Plumber”) + 2-3 relevant secondary categories.	<input type="checkbox"/>
<b>Description (750 characters)</b>	Write conversationally with target keywords like “Meridian,” “Treasure Valley,” and your service.	<input type="checkbox"/>
<b>Services / Products Section</b>	List each service with pricing or short descriptions.	<input type="checkbox"/>
<b>Hours of Operation</b>	Add accurate hours + holiday updates.	<input type="checkbox"/>
<b>Photos &amp; Videos</b>	Upload at least 10 professional, geo-tagged images of team, office, projects, and local landmarks.	<input type="checkbox"/>
<b>Google Posts</b>	Publish one post per week (offers, blog, community events).	<input type="checkbox"/>

<b>Questions &amp; Answers</b>	Add/answer top 3-5 FAQs about your business.	<input type="checkbox"/>
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<b>Profile Updates</b>	Review info quarterly for accuracy.	<input type="checkbox"/>
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## 2. Reviews & Reputation

Task	Description	Status
<b>Review Link</b>	Generate your custom review link inside GBP.	<input type="checkbox"/>
<b>Ask Strategically</b>	Request reviews 24–48 hrs after service via email/text.	<input type="checkbox"/>
<b>Encourage Local Mentions</b>	Suggest customers mention “Meridian” or service type in their feedback.	<input type="checkbox"/>
<b>Reply to All Reviews</b>	Respond politely with thanks or resolution (within 48 hrs).	<input type="checkbox"/>
<b>Monitor Sentiment</b>	Track rating trends and keywords inside reviews.	<input type="checkbox"/>
<b>Embed Reviews on Site</b>	Showcase top reviews on your homepage or landing pages.	<input type="checkbox"/>

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## 3. Website Local SEO

Task	Description	Status
<b>Local Landing Page</b>	Build a dedicated “SEO Services in Meridian” or relevant location page.	<input type="checkbox"/>
<b>NAP Consistency</b>	Same name, address, phone on every page and footer.	<input type="checkbox"/>
<b>Embed Google Map</b>	Add an interactive map on Contact or Footer.	<input type="checkbox"/>
<b>LocalBusiness Schema</b>	Include JSON-LD with coordinates and contact info.	<input type="checkbox"/>
<b>Internal Links</b>	Link from blog → service pages → contact.	<input type="checkbox"/>

<b>On-Page Keywords</b>	Include “Meridian” + service keyword in titles, H1s, and meta descriptions.	<input type="checkbox"/>
<b>Mobile Speed</b>	Load under 3 seconds on 4G.	<input type="checkbox"/>
<b>Fresh Blog Content</b>	Publish at least one local or industry blog per month.	<input type="checkbox"/>

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## 4. Citations & Backlinks

Task	Description	Status
<b>Major Directories</b>	Add/verify NAP on Yelp, Bing Places, Facebook, Apple Maps.	<input type="checkbox"/>
<b>Idaho-Specific Directories</b>	Meridian Chamber of Commerce, IdahoBusinessDirectory.com, Boise Weekly.	<input type="checkbox"/>
<b>Industry Directories</b>	e.g., HomeAdvisor, Avvo, Healthgrades (depending on niche).	<input type="checkbox"/>
<b>Local Sponsorships</b>	Sponsor Meridian events for backlinks.	<input type="checkbox"/>
<b>Audit Quarterly</b>	Use BrightLocal/Whitespark to find and fix duplicates.	<input type="checkbox"/>

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## 5. Tracking & Analytics

Metric	Tool	Target	Status
<b>GBP Views (Search + Maps)</b>	GBP Insights	+10 % MoM	<input type="checkbox"/>
<b>Calls / Direction Requests</b>	GBP Insights	Track trend	<input type="checkbox"/>
<b>Website Visits from GBP</b>	GA4 → Traffic Source	Rising monthly	<input type="checkbox"/>
<b>Keyword Rankings</b>	LocalFalcon / GeoGrid	Top 3 for key phrases	<input type="checkbox"/>
<b>Review Growth</b>	Manual / Review Tool	+5 per month	<input type="checkbox"/>



## 6. AI & Automation (Optional Advanced)

Task	Description	Status
Keyword Clustering	Use AI tools (SurferSEO, ChatGPT) to group local keywords.	<input type="checkbox"/>
Content Gap Analysis	Identify missing topics competitors rank for.	<input type="checkbox"/>
Sentiment Tracking	Analyze review tone with AI.	<input type="checkbox"/>
Geo-Grid Mapping	Visualize your map rankings across Meridian.	<input type="checkbox"/>

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## 7. Voice Search & Future Proofing

Task	Description	Status
Conversational Copy	Write FAQs in question form (“Who’s the best dentist near me?”).	<input type="checkbox"/>
Optimize for “Near Me”	Use phrases like “serving Meridian and nearby Boise.”	<input type="checkbox"/>
Add FAQs to Site	5+ locally relevant questions.	<input type="checkbox"/>
Monitor Algorithm Updates	Review local SEO news quarterly.	<input type="checkbox"/>

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## 8. Troubleshooting

Symptom	Possible Cause	Action
Not showing in Maps	Unverified or duplicate listing	Verify, remove duplicates
Wrong pin location	Misplaced map marker	Edit in GBP
Drop in calls	Competitor reviews surge	Increase review requests

Low impressions

Missing posts or photos

Post weekly, add images

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## 9. Final Review

Step	Confirmed
GBP verified and 100 % complete	<input type="checkbox"/>
Reviews active and recent	<input type="checkbox"/>
Website mobile-friendly and fast	<input type="checkbox"/>
NAP identical everywhere	<input type="checkbox"/>
Citations clean and consistent	<input type="checkbox"/>
Local backlinks earned	<input type="checkbox"/>
Tracking set up in GA4 + GBP	<input type="checkbox"/>
New content published monthly	<input type="checkbox"/>

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## Completion Target

Audit every **quarter**.

Businesses maintaining consistent GBP activity, monthly posts, and review growth typically see a **30 – 50 % lift in local visibility within 90 days**.


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## Need Help?

Twiss Digital Marketing

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 *Book a free Local SEO audit today and we'll walk you through this checklist, step-by-step.*