



Google Maps SEO Checklist (2026)

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

(Insert your logo + contact info here)



1. Google Business Profile (GBP) Setup

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

Questions & Answers	Add/answer top 3-5 FAQs about your business.	☐
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Profile Updates	Review info quarterly for accuracy.	☐
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2. Reviews & Reputation

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

3. Website Local SEO

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

On-Page Keywords	Include “Boise” + service keyword in titles, H1s, and meta descriptions.	☐
Mobile Speed	Load under 3 seconds on 4G.	☐
Fresh Blog Content	Publish at least one local or industry blog per month.	☐

4. Citations & Backlinks

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

5. Tracking & Analytics

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



6. AI & Automation (Optional Advanced)

Task	Description	Status
Keyword Clustering	Use AI tools (SurferSEO, ChatGPT) to group local keywords.	☐
Content Gap Analysis	Identify missing topics competitors rank for.	☐
Sentiment Tracking	Analyze review tone with AI.	☐
Geo-Grid Mapping	Visualize your map rankings across Boise.	☐



7. Voice Search & Future Proofing

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



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

9. Final Review

Step	Confirmed
GBP verified and 100 % complete	☐
Reviews active and recent	☐
Website mobile-friendly and fast	☐
NAP identical everywhere	☐
Citations clean and consistent	☐
Local backlinks earned	☐
Tracking set up in GA4 + GBP	☐
New content published monthly	☐

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**.

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.*