

# Local SEO and AIO Checklist

Pillar 1: Monitoring and Reporting	Done	Links
Create a website	<input type="checkbox"/>	
Set up Google Search Console	<input type="checkbox"/>	<a href="#">Search Console</a>
Set up Bing Webmaster tools	<input type="checkbox"/>	<a href="#">Bing Webmaster Tools</a>
Set up Google Analytics 4 (GA4)	<input type="checkbox"/>	<a href="#">GA4</a>
Carry Out Keyword Research	<input type="checkbox"/>	
Perform a Competitor Gap Analysis	<input type="checkbox"/>	Contact Us <a href="#">1300 880 230</a>
Pillar 2: Google Business Profile (GBP)		
Set up & Verify Your GBP	<input type="checkbox"/>	<a href="#">Google GBP Account</a>
Select a Primary Category	<input type="checkbox"/>	
Write Your Business Description	<input type="checkbox"/>	
Set Your Opening Hours	<input type="checkbox"/>	
Add Social Media Channels	<input type="checkbox"/>	
Add Q&As for Google Assistant	<input type="checkbox"/>	
Add Photos and Videos	<input type="checkbox"/>	
Add Products and Services	<input type="checkbox"/>	
Set up a GBP Posting Schedule	<input type="checkbox"/>	
Conduct a Google Business Profile Audit	<input type="checkbox"/>	Contact Us <a href="#">1300 880 230</a>
Create a Monitoring Schedule for GBP	<input type="checkbox"/>	Contact Us <a href="#">1300 880 230</a>
Pillar 3: Website and Content Optimisation		
Optimise Your Homepage	<input type="checkbox"/>	
Create individual Location Pages	<input type="checkbox"/>	
Create Service Pages	<input type="checkbox"/>	
Write Meta-data	<input type="checkbox"/>	
Optimise Your URLs	<input type="checkbox"/>	
Create and Optimise Your Main Navigation	<input type="checkbox"/>	
Review Your Internal Linking	<input type="checkbox"/>	
Ensure Your Name, Address Phone (NAP) are Correct	<input type="checkbox"/>	
Review Your Core Web Vitals	<input type="checkbox"/>	<a href="#">Google Search Console</a>
Create a Sitemap	<input type="checkbox"/>	
Implement Structured Data and Local Business Schema	<input type="checkbox"/>	
Review Your Broken Links	<input type="checkbox"/>	
Set up Call Tracking	<input type="checkbox"/>	
Create a Content Calendar	<input type="checkbox"/>	
Publish Content	<input type="checkbox"/>	
Perform a Local Search Audit	<input type="checkbox"/>	Contact Us <a href="#">1300 880 230</a>

# Local SEO and AIO Checklist

Pillar 4: Citations and Local Listings		
Claim all Map Listing (Bing Places, Apple Business & Siri, Uber)	<input type="checkbox"/>	
Claim Facebook and Social Media Channels	<input type="checkbox"/>	
Build 20 plus Citations on Prominent Directories	<input type="checkbox"/>	
Check Your NAP Consistency	<input type="checkbox"/>	
Remove Duplicate Listings	<input type="checkbox"/>	
Review Competitor Citations	<input type="checkbox"/>	
Conduct a Citation Audit & Build Citations	<input type="checkbox"/>	Contact Us <a href="tel:1300880230">1300 880 230</a>
Set Up Ongoing Listings Management	<input type="checkbox"/>	Contact Us <a href="tel:1300880230">1300 880 230</a>
Pillar 5: Review Management		
Build Profiles Across Multiple Review Platforms	<input type="checkbox"/>	
Create a Review Link to Ask for Reviews	<input type="checkbox"/>	
Monitor Your Reviews	<input type="checkbox"/>	
Respond to Your Reviews	<input type="checkbox"/>	
Create Review Response Templates	<input type="checkbox"/>	
Flag Fake Reviews	<input type="checkbox"/>	
Showcase Your Reviews to Build Trust	<input type="checkbox"/>	
Set up Rank Tracking Reports	<input type="checkbox"/>	Contact Us <a href="tel:1300880230">1300 880 230</a>
Pillar 6: Build Links		
Ensure College, Hospital, Assocs listings link to website	<input type="checkbox"/>	
Review Opportunities with Local Sponsorships with links	<input type="checkbox"/>	
Write for Local Publications	<input type="checkbox"/>	
Find and Reclaim Backlinks	<input type="checkbox"/>	
Track Your Brand Mentions	<input type="checkbox"/>	
Review Professional or Community Sites	<input type="checkbox"/>	
Perform a Backlink Audit	<input type="checkbox"/>	Contact Us <a href="tel:1300880230">1300 880 230</a>
Start Backlink Building	<input type="checkbox"/>	Contact Us <a href="tel:1300880230">1300 880 230</a>
Pillar 7: Build AI Credibility		
		Links
Ensure your CV Profile is full, and complete	<input type="checkbox"/>	
Ensure awards and acknowledgements are linked	<input type="checkbox"/>	
Create Local Case Studies	<input type="checkbox"/>	
Update external events, seminars, training with links	<input type="checkbox"/>	
Quote surgical outcomes and link to statistics	<input type="checkbox"/>	
Optimise website for keywords like Best and Near Me	<input type="checkbox"/>	
Link to Charities and Scholarships	<input type="checkbox"/>	