



Local SEO Quick Wins Checklist:

5 Simple Fixes That Can Improve Your Rankings This Week

1. Optimise Your Google Business Profile (GBP)



Your Google Business Profile is your digital shopfront, and it needs to shine.

Do this today:

- Double check your NAP (Name, Address, Phone) is consistent and accurate
- Add your opening hours and holiday closures
- Upload fresh, high-quality photos (geo-tagged if possible)
- Respond to recent reviews, even the good ones!
- Post a short update or offer (yes, just like on social media!)

Pro tip: Treat your GBP like your Instagram feed. Make sure it's updated regularly, reflective of your brand, and engaging.

2. Add Location Keywords to Key Pages



Help search engines (and customers) know where you are.

Do this today:

- Add your location (e.g. "in Cardiff" or "South Manchester") to your homepage title tag and meta description
- Mention your city or service area naturally in your homepage and contact page content
- Check that location info appears in your H1 or main headers

Pro tip: Don't just repeat your location everywhere. Make it feel natural and useful to the reader.

3. Ask 1–3 Happy Customers for a Review



Reviews are a key ranking factor within search engines, and they build trust fast.

Do this today:

- Identify 1–3 happy clients
- Send a short personal message or email asking them to leave a Google review
- Include your direct GBP review link (make it easy!)

Pro tip: Frame it as a favour — "It would mean the world to me if you'd leave a quick review!"



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4. Embed a Google Map on Your Contact Page



It's a small thing, but it sends a big signal to search engines (and helps users too!).

Do this today:

- Head to your Google Business Profile (GBP)
- Click "Share" and copy the embed code for your location
- Paste it into your contact page just below your address

Pro tip: Add a short line above the map like: "Find us here" to give it context.

5. Check Your Website on Mobile



76% of local searches result in a visit. Most of them happen on mobile.

Do this today:

- Open your website on your phone (not just your laptop)
- Check: Is it easy to navigate? Do buttons work? Is the phone number clickable?
- Fix any issues — or ask us if you need help!

Pro tip: Use Google's free Mobile-Friendly Test to get a quick scan of potential issues.

Done all 5? You're ahead of the game.

These small changes can make a big difference. And if you're ready to go further, at activ digital marketing Kingston, we are here to help you build a local SEO strategy that actually works, not just one that looks good on paper. We've been running successful SEO campaigns and ongoing support for businesses across the UK since 2008.

👉 **Need help getting visible locally?**

[Contact us](#) to see how we support businesses just like yours.