

Local SEO London Checklist (12 Points)

A practical checklist for London service businesses that want better local visibility and better quality enquiries.

Foundation

- One primary location intent per landing page
- NAP consistency across website and profiles
- Google Business Profile categories optimized

On-Page Local Relevance

- Localized service page copy with real context
- Local business schema implemented
- Internal links to local intent pages

Trust Signals

- Review collection process active
- Review snippets used on key pages
- Case studies include location context where relevant

Performance and Crawlability

- Mobile speed and CWV baseline checked
- Indexation hygiene (no thin duplicates)
- Sitemap and canonical host consistency confirmed

Measurement

- GA4 lead events configured by page
- Search Console query/page monitoring weekly
- GBP and organic leads reviewed monthly

Source: VorinVista (<https://vorinvista.com>)