The Walk-In Traffic Checklist

10 local SEO checks to turn nearby searches into visits

- [ ] **1.** Your city or town is in the title and heading of every service page
- [ ] **2.** Your neighborhood or a nearby landmark is mentioned where it reads naturally
- [ ] **3.** Every service you offer is listed on your Google Business Profile
- [ ] **4.** Your hours, photos and categories on Google are correct
- [ ] **5.** You ask for a Google review after every visit
- [ ] **6.** You're listed on Yelp and other local directories with the same name, address and phone
- [ ] **7.** Every service and provider has its own page, not just a popup
- [ ] **8.** Every service page shows a price or a price range
- [ ] **9.** Every page is in your sitemap and allowed in robots.txt
- [ ] **10.** You've pitched one local publication a story about your business

The Walk-In Traffic Checklist

Any box you can't tick is a reason nearby customers might not find you. Fix those first.