



ASCENDEA

AI / BUSINESS GROWTH / CHECKLIST

Local SEO Location Page Checklist for UK Small Businesses

A standalone, beginner-friendly UK checklist for planning, writing, publishing and reviewing one honest local SEO location page without ranking or conversion promises.



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Chapter links and PDF bookmarks support navigation. Writing areas are for handwritten or separate notes, not interactive PDF forms.

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A practical, beginner-friendly checklist for creating one useful local landing page

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A location page is a page on your website that helps a prospective customer understand a real connection between your business and a particular town, area or branch. It might help a plumber explain the areas they genuinely cover, a solicitor describe an office in Leeds, or an independent retailer show how to reach its Bristol shop.

Use this checklist to create **one page that is useful in its own right**. It is not a promise of a Google position, visits, enquiries or sales. Google says local results are mainly influenced by relevance, distance and prominence, and that there is no way to request or pay for a better local ranking. [1](#)

Before you start: decide whether this page should exist

Only create a location page where you can give the visitor honest, specific information. A page should explain a real office, shop, service area, appointment arrangement or local capability. Do not create dozens of near-identical pages that only swap one place name for another. Google describes substantially similar pages made for similar local queries and funnelling visitors elsewhere as doorway abuse. [2](#)

Write this before you edit	Your answer
Business name as customers see it	_____
Location or service area for this page	_____
Is this an office/shop customers can visit, a service area, or both?	_____
Main customer need in this location	_____
One real service or product to feature	_____

Write this before you edit	Your answer
Primary next step: call, book, visit, request a quote, or another action	_____
Person who will check facts and publish the page	_____

If you serve customers at their location: say so plainly. Do not imply that people can visit a home address, virtual office or area where you do not meet customers. Explain how appointments are arranged and the genuine area you cover.

Illustrative example — fictional. A locksmith based in Reading covers urgent call-outs in selected nearby postcodes. Its page is useful when it lists the actual coverage area, how to request help, when a technician will confirm availability, and what happens outside the stated area. A page called “Locksmith in Every Town” with the same copy repeated for places it does not serve is not a good fit for this checklist.

How to use the checklist

Work through the sections in order. Tick an item only when the statement is true on the published page, not merely planned. If you use a web designer or agency, give them the completed page brief and ask them to show you the finished page on a phone before it goes live.

1. Page structure and useful local content

- [] **Choose one clear page purpose.** Decide who the page is for and what they need to do next. For example: “People in York who need a first appointment with our accountancy team” is clearer than “anyone searching for accountants”.
- [] **Choose a short, stable web address.** Use a readable URL such as /accountants-york/ or /reading-showroom/. Avoid changing an established URL without a plan to redirect the old address. The location should reflect a real relationship to the business.
- [] **Write one plain-English H1.** Put one main heading at the top of the page. Include the service and place only when it reads naturally, for example, “Commercial cleaning for offices in Cambridge”. Do not make unsupported claims such as “Cambridge’s number one cleaner”.
- [] **Open with a specific answer.** In the first short paragraph, say what you do, who you help, where you are based or work, and the next sensible action. Include genuine information a local visitor needs, not a string of repeated place names.

Starter pattern: “We provide [service] for [type of customer] in [location/area]. [One true local detail or service boundary]. To [primary action], [clear next step].”

- [] **Use natural search language, not a keyword list.** Include sensible variations a customer might use, such as “emergency electrician in Headingley” or “bookkeeper for small manufacturers in Sheffield”, where they accurately describe the offer. Read the paragraph aloud. If it sounds repetitive or unnatural, simplify it.
- [] **Add real local detail that helps a decision.** This might be an actual office address, a realistic service-area boundary, local parking information, a meeting format, accessibility information you have checked, or an explanation of a recurring customer need. Do not invent landmarks, local experience or community links.
- [] **Give the page a distinct reason to exist.** If you make more than one location page, each should contain genuinely different information: branch contact details, services, directions, local team availability, photos, case context you are entitled to use, or an area-specific FAQ. This protects visitors from thin, repetitive pages and reduces the doorway-page risk. [2](#)

2. Local trust and visit information

- [] **Show the business details a customer needs.** Put the correct business name, telephone number, email or contact route, and—where relevant—the physical address and opening hours on the page. For a service-area business, state the real service area instead of inventing a branch address.
- [] **Add a map or directions option when it is useful.** For a customer-facing premise, add an accurate map embed or a prominent “Get directions” link to the business’s real map listing. Also write practical arrival information: parking, public transport, entrance instructions or a nearby landmark, but only after checking it is current. For a service-area business, use the space to explain booking and coverage instead.
- [] **Use genuine, relevant photographs.** A photo can show a shopfront, team member at a real job where permission allows, meeting room, product display or accessible entrance. Use a short descriptive filename and alt text that says what the image shows. Google recommends descriptive, contextual alt text and warns against filling alt attributes with keywords. [3](#)

Example alt text: “Ascendea workshop sign outside the Bristol meeting room.”

Not this: “best Bristol business consultant Bristol local SEO Bristol”.

Do not rely on image geotags as an SEO tactic. The useful signals are a truthful image, a clear caption or nearby copy where needed, and an accurate page.

- [] **Use a testimonial only if it is genuine and permitted.** Keep the customer’s wording accurate, state their location only if they agree and it is relevant, and keep the written permission and evidence that support the quote. UK ASA/CAP guidance says marketers must be able to show that testimonials are genuine and hold permission before featuring one in a marketing communication. [4](#)

- [] **Explain a real local need without stereotyping.** A trades business might explain how it handles permit-only parking around a real branch; a B2B firm might explain its availability for on-site workshops in an industrial estate it regularly serves. Do not claim knowledge of a community you cannot support, or make broad assumptions about residents.

3. Technical setup for a beginner

- [] **Match key business details across your own channels.** Compare the name, address, phone number, opening hours and website link on this page with your Google Business Profile and the contact details elsewhere on your site. Correct obvious differences. Google says complete and accurate Business Profile information helps customers understand what a business does, where it is and when they can visit. [1](#)
- [] **Make the phone number easy to use on a mobile.** Put a visible number near the primary action. Ask your web editor to make it tap-to-call. Test it on a phone, then check that the number is still readable if a visitor does not tap it.
- [] **Add LocalBusiness structured data only for facts on the page.** Structured data is code that labels information for search engines; it is not a ranking guarantee. Google says LocalBusiness structured data can describe information such as a business's hours and location, and recommends using the most specific applicable business type. [5](#)

A simple hand-off to your web editor:

1. Give them the exact public page URL and the final, checked business details.
 2. Ask whether your website platform already has a local-business or schema setting. Use that rather than adding duplicate plugins where possible.
 3. Use the most specific truthful type available—for example, a genuine Restaurant rather than a general label if that is what the business is.
 4. Include only real information: business name, physical address where applicable, telephone number, website, opening hours and coordinates if they are correct. Each actual location should represent that actual location.
 5. Do not add ratings or reviews about your own business simply to seek a rich result. Google's LocalBusiness documentation limits its aggregateRating recommendation to sites that capture reviews about **other** local businesses. [5](#)
 6. Ask the editor to validate the finished markup with Google's Rich Results Test, correct critical errors, publish the page, and use URL Inspection to check that Google can access it. These checks do not guarantee a search appearance. [5](#)
- [] **Describe every meaningful image.** Add concise alt text that helps a person who cannot see the image understand it. Mention a location only when it is genuinely part of the image or its purpose. Keep images near relevant copy and use ordinary HTML image elements where your platform allows. [3](#)

- [] **Link people to the next useful page on your site.** Add internal links to genuinely related pages: the main service page, contact page, appointment page, area guide, product range or another branch page. Use link text that says where it goes, such as “See our payroll services”, rather than “click here”. Do not create links solely to force place names into a page.
- [] **Check the page works before you publish.** On a phone and a desktop, open the final URL; check the main heading, images, map/directions link, contact details, forms and internal links. Confirm that the page is not password-protected and that your website has not marked it `noindex` by mistake.

4. Make the next step clear

- [] **Use one clear primary call to action.** Tie it to the page purpose: “Book a Leeds consultation”, “Request a quote for your Nottingham site” or “Get directions to our Cardiff showroom”. Say what happens after the click or call.
- [] **Keep the contact route visible.** Put the telephone number, enquiry form or booking button near the top and again after the main detail, especially on longer pages. Do not make people search for it in a footer.
- [] **Feature only real offers and services.** A location-specific offer can be useful if it is current, available to the audience described and has clear terms. If you do not have one, do not invent a discount. A truthful service summary is better than a time-limited promotion that is not actually available.
- [] **Remove avoidable friction.** Tell the visitor whether to park, bring documents, book ahead, request a callback, or expect a remote appointment. For a service call, explain the coverage boundary and what will happen if the requested address is outside it.

5. Measure, review and improve

- ☐ **Set up page-level analytics carefully.** Make sure the correct GA4 property and Google tag are installed on the website. On a standard website, GA4 normally sends a `page_view` event when a page loads; verify a live test in the Realtime report. For an app-like, single-page site, ask your developer to check that manual and automatic page views are not both being sent, as this can duplicate data. [6](#)

Then open **Reports** → **Engagement** → **Pages and screens** and find the page by its title or path. Record a simple baseline: date range, page views, meaningful enquiries or calls you can credibly connect, and any change you made. GA4's Pages and screens report shows measures such as views, active users and average engagement time by page path or screen. [6](#)

- [] **Check your cookie and privacy setup before switching tracking on.** The ICO says people must be told about cookies, understand what they do and give active, clear consent unless an exception applies; the ICO's detailed guidance is under review. Do not treat this checklist as a compliance guarantee. Check the current ICO guidance and obtain appropriate advice for your site and tracking configuration. [7](#)
- [] **Review Google Business Profile performance separately or link it if suitable.** A verified Business Profile can show views, clicks and other interactions in its Performance section. [8](#) Google also provides an option in GA4 Admin to link a Business Profile to an Analytics property, subject to the required account roles, and says aggregated Profile performance data can then be shared. [9](#)

Keep the interpretation modest: a website click is not proof of a shop visit, quote, booking or sale. Compare the same date range, note any campaigns or opening-hours changes, and look for questions worth investigating rather than a single “winner” metric.

- ☐ **Schedule a monthly accuracy review.** Put a recurring calendar reminder in place. Check that contact details, opening hours, directions, service area, offer wording, images, testimonials and links are still correct. Update the page when a genuine change occurs; do not add filler simply because the month has changed.

Final publish check and next action

Before you call this page complete	Tick / note
The page describes a real location, service area or customer arrangement.	☐
The H1, opening, services, directions and call to action are clear to a first-time visitor.	☐
Every local statement, image, testimonial, offer and contact detail has been checked.	☐
The page is materially different from other location pages and does not funnel visitors through thin copy.	☐
Mobile call, contact form, map/directions and internal links have been tested.	☐

Before you call this page complete	Tick / note
Structured data, if used, contains only true public facts and has been validated.	☐
Analytics and cookie/privacy choices have been checked by the right owner.	☐
A named person will review this page on:	_____

Your immediate action plan

Decision	Your answer
The one page I will create or improve first	_____
The most important missing fact or asset	_____
Person responsible	_____
First publish or review date	_____
Evidence I will use to judge whether the page is useful	_____
Change I will make only after reviewing the evidence	_____

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Verification note: These sources were checked on 9 October 2026. Search, platform, privacy and advertising requirements can change; recheck the linked primary guidance before implementation.

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