

The 2026 Local SEO Automation Checklist

This checklist gives you the essential steps I follow when using AI to manage Local SEO in 2026. You can use it for a single location, multiple locations, or agency clients.

Google Business Profile Accuracy

- Check category alignment using AI insights
- Review attributes and services suggested by Google
- Monitor suggested edits weekly
- Compare your listing with the top three competitors
- Update photos, hours, and descriptions as needed

<input type="checkbox"/>

Local Keyword and SERP Tracking

- Identify keywords with map packs
- Identify keywords with SGE panels
- Track competitor shifts in local SERPs
- Check intent changes for service queries
- Align local landing pages with the latest SERP layout

<input type="checkbox"/>

Local Content Updates

- Refresh location pages using AI assisted insights
- Add localized FAQs based on search patterns
- Update service descriptions based on review themes
- Check for missing entities or incomplete information

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Review and Sentiment Monitoring

- Analyze review patterns monthly
- Identify recurring strengths and weaknesses
- Compare sentiment with the top competitors
- Use insights to update local landing pages and service content

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Citation Consistency	
Check for duplicate listings	<input type="checkbox"/>
Update outdated citations	<input type="checkbox"/>
Ensure consistent NAP information across directories	<input type="checkbox"/>
 This checklist helps you maintain accuracy, improve visibility, and react quickly to SGE driven local changes.	<input type="checkbox"/>