



The Ultimate GEO Marketing Checklist

Master Local & Geographic
Optimization for Maximum Visibility

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	(Google Ads, Meta, Programmatic)	
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I. GEO Strategy & Planning

Define GEO Objectives



- Drive foot traffic?
- Increase local leads or bookings?
- Serve region-specific promotions?

Target Area(s) Identified

Define by:

- Radius (e.g. 10 miles from location)
- ZIP/postal codes
- Cities/states/provinces
- Custom geofences (for PPC)

Competitor GEO Analysis Completed

Analyze local competitors for:

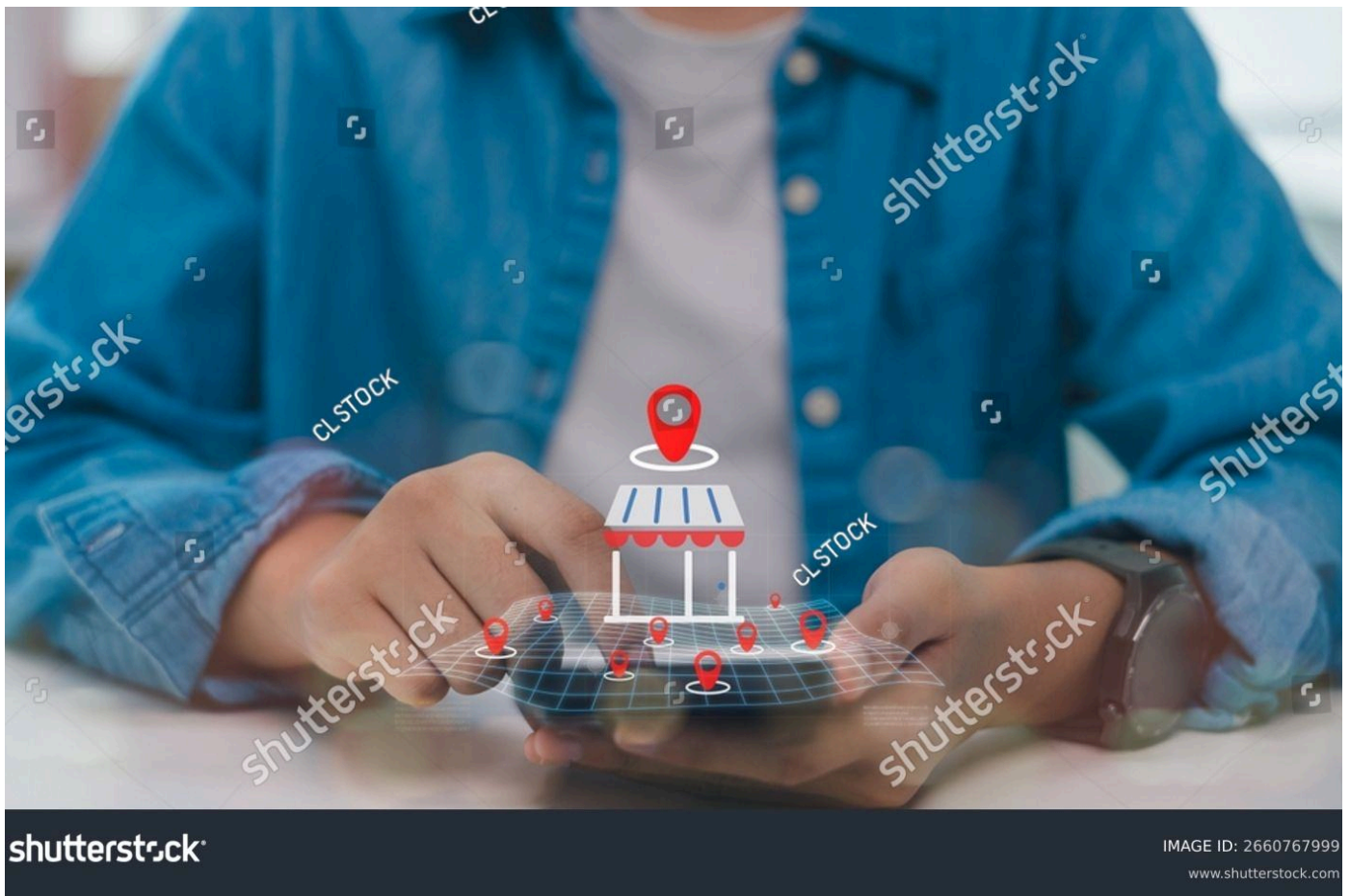
- Keywords
- Maps rankings
- Reviews
- Ad presence

Local Buyer Persona Mapped

Segment by region, demographics, language, and device habits.

II. Local SEO Optimization

Location Pages Created (One per Area)



Each location should have its own optimized page with:

- NAP (Name, Address, Phone Number)
- Location-specific keywords
- Embedded Google Map
- Directions and hours
- Testimonials or local case studies

Google Business Profile Fully Optimized

- ↗ Correct categories selected
- ↗ Up-to-date business hours
- ↗ Service area clearly defined
- ↗ Regular posts and photo updates
- ↗ Reviews monitored and responded to

NAP Consistency Checked Across the Web

Tools: Yext, BrightLocal, Moz Local

Ensure consistent name, address, phone on all directories.

Local Schema Markup Added

Add structured data to highlight:

- ↗ Business location
- ↗ Opening hours
- ↗ Geo coordinates
- ↗ Reviews (if applicable)

Citations Built or Cleaned Up

Submit to or update listings on:

- ↗ Yelp, YellowPages, Apple Maps, Foursquare, etc.

Localized Keyword Research Completed

Example: “Divorce lawyer in Austin” instead of “Divorce lawyer”

Tools: Semrush, Ahrefs, Google Keyword Planner

III. GEO Paid Ads Checklist (Google Ads, Meta, Programmatic)

Location Targeting Set Accurately



- Include vs. exclude certain zip codes
- Use radius targeting where applicable
- Layer with demographics or interests

Local Ad Copy Customization

- Use city/town names in ad copy
- Highlight local relevance or events
- Add click-to-call extensions

Landing Pages Geo-Aligned

Match ad group to local landing page, not generic home page.

Geofencing Campaigns Setup (If Applicable)

- For physical proximity targeting (e.g., events, retail)
- Used in platforms like GroundTruth, Simpli.fi, or Google Ads

Location-Based A/B Testing

- Test messaging by region
- Adjust bid strategies by performance per area

IV. Mobile & Maps Optimization

Location Targeting Set Accurately



Mobile-Friendly Design Tested

- Responsive layout
- Fast load time
- Easy contact options (call, directions)



Google Maps Ranking Factors Addressed

- Positive local reviews
- Keywords in GBP profile
- Proper business category
- Proximity to searcher

Apple Maps & Waze Business Listings Checked

- Submit or claim business
- Ensure correct categories and hours

V. Localization & Content Strategy

Localized Blog Content Created



Examples:

- "Top 5 Legal Tips for NYC Tenants"
- "How Our Dallas Team Helped a Local Business Grow"



Community Engagement Content

- Sponsorships, local events, or awards
- Location-specific press releases

Local Landing Pages Indexed & Linked Internally

VI. GEO Tracking & Reporting

Geo-Specific Goals Set in Google Analytics / GA4



- Set up location-based conversions
- Monitor user behavior by region



Call Tracking by Location Setup

- Use dynamic phone numbers to track call origins

Google Search Console Monitoring Per Location Page

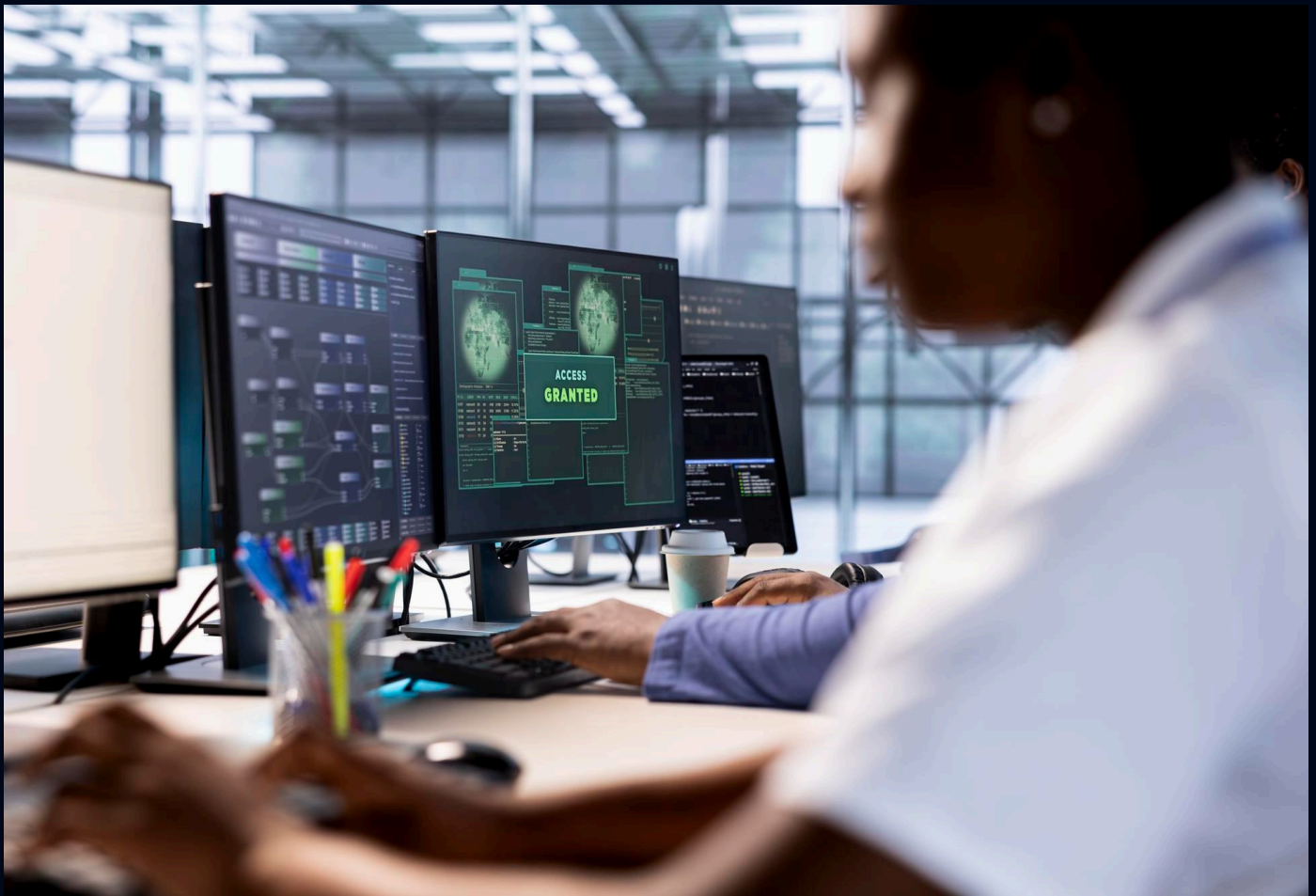
Geo-Performance Reporting Dashboard Built

Suggested tools:

- Looker Studio (Google Data Studio)
- AgencyAnalytics
- ReportGarden

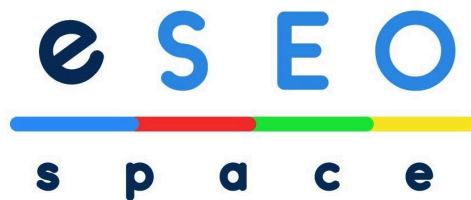
VI. GEO Privacy & Compliance

Comply with GDPR / CCPA for Location Data



- Disclose geo-tracking in your privacy policy
- Obtain cookie/consent where required

Secure Data Storage for Location-Based Campaigns



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