



Local SEO Quick Wins Checklist:

5 Simple Fixes That Can Improve Your Rankings This Week

Want to get found online faster? I've got you.



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If you've ever felt like your business is the best-kept secret in town, you're not alone. You're doing all the right things. Showing up for your clients, building a brilliant reputation, but your online visibility just isn't matching the effort.

That's exactly why I put together this guide. These **5 quick local SEO wins** are simple, powerful, and doable this week. No tech team or agency needed.

Whether you run a small café, a large consultancy, or anything in between, these fixes will help your business start showing up where it counts - right in front of your local audience in Somerset.

Let's get your name out there and start turning online searches into real customers.

This guide was made for YOU if:

- You know your business should be showing up online, but you're not sure how it works.
- You've heard of SEO, but it feels like a bit of a mystery.
- You want to understand the basics, to make smart decisions and take some steps yourself.
- You're not trying to become an expert, you just want your business to be seen by more of the right people.

This guide gives you simple, practical actions that make a real difference. No jargon, no overwhelm.

Does that sound like you? Great- let's dive in!

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1. Optimise Your Google Business Profile (GBP)

Your Google Business Profile is your digital shopfront on the world's most powerful search engine. A well-optimised Profile can put your business on the front page of local search results, every single day.

Do this today:

- Double check your NAP (Name, Address, Phone) is consistent and accurate
- Add your opening hours and holiday closures
- Upload fresh, high-quality photos (geo-tagged if possible)
- Respond to recent reviews, even the good ones!
- Post a short update or offer (yes, just like on social media!)

Pro tip: Treat your GBP like your Instagram feed. Make sure it's updated regularly, reflective of your brand, and engaging.

2. Add Location Keywords to Key Pages

Help search engines (and customers) know where you are.

Do this today:

- Add your location (e.g. "in Weston super Mare" or "Clevedon") to your homepage title tag and meta description
- Mention your city or service area naturally in your homepage and contact page content
- Check that location info appears in your H1 or main headers

Pro tip: Don't just repeat your location everywhere. Make it feel natural and useful to the reader.

3. Ask 1–3 Happy Customers for a Review

Reviews are a key ranking factor within search engines, and they build trust fast.

Do this today:

- Identify 1–3 happy clients
- Send a short personal message or email asking them to leave a Google review
- Include your direct GBP review link (make it easy!)

Pro tip: Frame it as a favour — "It would mean the world to me if you'd leave a quick review!"



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4. Embed a Google Map on Your Contact Page



It's a small thing, but it sends a big signal to search engines (and helps users too!).

Do this today:

- Head to your Google Business Profile (GBP)
- Click "Share" and copy the embed code for your location
- Paste it into your contact page just below your address

Pro tip: Add a short line above the map like: "Find us here" to give it context.

5. Check Your Website on Mobile



76% of local searches result in a visit. Most of them happen on mobile.

Do this today:

- Open your website on your phone (not just your laptop)
- Check: Is it easy to navigate? Do buttons work? Is the phone number clickable?
- Fix any issues – or ask us if you need help!

Pro tip: Use Google's free Mobile-Friendly Test to get a quick scan of potential issues.

Done all 5? You're ahead of the game.

These small changes can make a big difference. And if you're ready to go further, the activ Marketing team is here to help you build a local SEO strategy that actually works, not just one that looks good on paper. We've been running successful SEO campaigns and ongoing support for businesses across the UK since 2008.

👉 **Need help getting visible locally?**

Contact us to see how we support businesses just like yours.

More info



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