



AI OPTIMIZATION & MARKETING AGENCY

Full-service marketing · Rio Grande Valley, Texas

propelmarketing.org

RGV Local SEO Checklist

Win the map pack across the Rio Grande Valley

A step-by-step local search audit for RGV businesses

HOW TO USE THIS

Work through each section and check what's already true of your business. The blank boxes are your action list — the fastest path to showing up when nearby customers search. Tally your score at the end.

1 Google Business Profile — your #1 local asset

- ☐ Your profile is claimed and verified.
- ☐ Your primary category is the most accurate one, with relevant secondary categories added.
- ☐ Every field is filled: hours, phone, website, services, and a keyword-aware description.
- ☐ You've added real photos of your business, team, and work — and keep adding them.

Fresh photos signal an active, real business.

- ☐ You post updates, offers, or events using Google Posts.
- ☐ You answer questions in the Q&A section.

2 NAP & Citations — consistency builds trust

- ☐ Your Name, Address, and Phone number are identical everywhere online.
Site, Google, Facebook, Yelp, and any directories.
- ☐ You're listed in reputable general and industry/RGV-specific directories.
- ☐ Old listings with outdated addresses or phone numbers are fixed or removed.
- ☐ Formatting matches across listings (e.g. "Ste" vs "Suite").

3 On-Page Local SEO — tell Google where you work

- ☐ Your service area is named in plain language (e.g. "Serving McAllen, Edinburg, and the greater RGV").
- ☐ Each core service has its own dedicated page.
- ☐ If you serve multiple cities, key locations have their own pages.
- ☐ Local terms appear naturally in titles, headings, and copy.
- ☐ Your NAP is in the footer site-wide, with a Google Map on the contact page.

4 Reviews & Reputation — proof you're the choice

- ☐ You ask happy customers for Google reviews consistently, not just once.
- ☐ You make it easy with a direct review link sent by text or email.
- ☐ You respond to every review, positive and negative.
- ☐ Reviews come in steadily over time.

Recency matters as much as total count.

5 Local Content & Links — become part of the community

- ☐ You publish content answering questions local customers actually ask.
- ☐ You earn links/mentions through local sponsorships, partnerships, or events.
- ☐ You have links from local news, chambers, or community sites.
- ☐ Your site is fast and mobile-friendly.

Most local searches happen on a phone.

SCORE YOURSELF

Count your checked boxes (23 total):

- **18–23** — Strong local presence. Keep reviews and content flowing to stay on top.
- **9–17** — Solid start. The blank boxes are your fastest path into the map pack.
- **0–8** — You're likely missing local searches. Start with Google Business Profile and NAP.

WANT US TO HANDLE IT?

Propel Marketing's free AI Visibility Audit checks your local and AI search presence and hands you a prioritized fix list. Start at propelmarketing.org.