

Local SEO and consistent branch information

CHAPTER 01 / BEFORE YOU BEGIN

Prepare your materials. Define the deliverables.

Local business owners and marketing teams who manage one location or several branches.

Starting materials

- List of locations that are actually operating
- Address, hours, telephone and service data
- Access Business Profile as authorized

What you will prepare

Branch data matrix, location pages, and update process.

Use it as material for decisions and discussions, then adjust the work limits to your conditions.

Starting from one page, one process, or one most important need. Note unknowns as questions; Don't force answers just to make the worksheet look finished.

Work in a clear order.

Check eligibility and branch data

Make sure the location and service model meet the Business Profile guidelines. Use the business name that is actually used, not additional keywords to chase rankings. Inventory of addresses, contacts, hours and services per branch. Don't create profiles in locations that don't meet conditions or promise services that don't exist.

Create location pages that help traffic

Show addresses, directions, hours, contacts, facilities and services actually available. If there is a reservation process, explain the steps and information required. Photos must match the location or be labeled with illustrations. Avoid city pages that only change area names without any useful content for customers.

Set the data source and update owner

One hour change must be updated on the relevant website and channels. Determine who provides information, who approves, and who updates. Create a checklist for holidays, address changes, and phone number changes. Note the update date so the team doesn't use old data.

Assess the ease of finding the location

Test from mobile: find a branch, read services, open directions and call the appropriate number. Monitor incorrect branch inquiries or repeated questions about hours. Local rankings are influenced by several factors, including relevance, distance, and prominence; there is no guarantee that one branch appears first for everyone.

Connect steps to real decisions.

Business practice with branches A and B: some services are only available in one location. Copying identical pages makes potential customers choose the wrong place.

Data	Branch A — example	Branch B — example
Services	Consultation and examination	Scheduled consultation
Hours	Follow branch A schedule	Follow branch B schedule
Reservations	Administrative contact A	B administration contacts
Data owner	Person in charge A	Person in charge B

Replace the example lines with your business conditions. Mark information that already has evidence, that is still an assumption, and that needs to be asked of the person in charge.

Avoid decisions that seem right, but have not been tested.

Add keywords to the Business Profile name

Use business identities according to guidelines, not names modified for search.

Create pages for cities without any real operations

Explain the true scope of services and provide useful information, not a repetitive list of cities.

If a decision impacts costs, access, data, or other teams' work, list the parties who need to approve it. Explain the evidence that is available and the extent of information that remains to be examined.

Make your plans here.

Fill in concisely and specifically. For information that is not yet available, write who needs to be asked for confirmation. These notes are not sent by the Playbook feature to Oura; download before the tab closes.

01 Branches and profile eligibility

02 Source of address and time data

03 Services per location

04 Channels that need updating

05 Update owner and reviewer

06 Customer issues that need to be monitored

Do not enter passwords, access tokens, or personal customer data. Temporary storage follows the browser tab session, not the Oura account.

Check your job readiness.

This checklist records the tasks you marked. It is not an audit score, certification, or automatic assessment of a website.

Location according to platform requirements

Factual name and address

Different services are described per branch

Watches and contacts have data owners

The leads and contact lines are tested on the phone

Frequently asked questions

Not always. API requirements depend on the function being designed; a directions link can be sufficient for simple needs.

No. User location, competition, and relevance factors influence results.

Referral & usage limits

- Google: Business Profile guidelines ■

- Google: local search results factors ■

References checked on October 2, 2026. Steps, examples and worksheets are Oura editorial formulation with the help of AI and public references. Examples are not client results. The guide does not guarantee business results and does not replace a dedicated examination of your systems.