

Local SEO Checklist for Barbers

Use this checklist to optimise your barber shop for local search and attract more clients in 2025. Tick off each step as you go!

- Claim and verify your Google Business Profile (GBP).
- Use consistent Name, Address, and Phone Number (NAP) across all online platforms.
- Select the right business category in GBP (e.g., Barber Shop).
- Add high-quality photos of your barbershop, team, and services to your GBP.
- Write a compelling business description with local keywords.
- Collect and respond to Google reviews regularly.
- List your business in online directories (Yelp UK, Yell.com, Bing Places, etc.).
- Ensure your website includes your NAP on every page (footer is ideal).
- Add location-based keywords on your homepage and service pages.
- Create blog content that targets your city/town + haircut keywords.
- Use schema markup for local business on your website.
- Build backlinks from other local websites (e.g., events, sponsorships).
- Add FAQs related to your services and location on your site.
- Use social media to promote local content and engage with nearby clients.
- Monitor performance with Google Search Console and Google Analytics.