

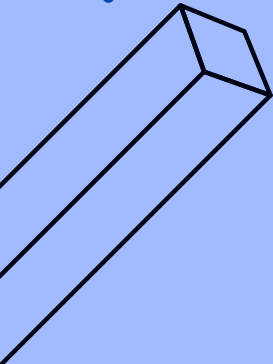
MEROKEE WEB DESIGN

LONG ISLAND SMALL BUSINESS

SEO CHECKLIST

2026

**100+ Actionable Items For
Better Search Engine Reach**



Long Island is one of the most competitive local markets in the country. Millions of people. Hundreds of towns and villages. If your business isn't showing up when they do, someone else's business is getting that call.

This checklist covers everything a Long Island small business needs to compete in local search. From your Google Business Profile and on-page content, to technical setup, schema markup, backlinks, and AI search visibility.

It's the same framework we use at Merokee Web when auditing businesses across the tri-state area. Each phase is broken down into clear, actionable steps any business owner can follow.

Work through it section by section. Some items take five minutes. Others are one-time setups you'll never need to touch again. A few are ongoing habits that compound over time.

Over 100 Items Across 9 Major Categories

One checklist to get your Long Island business found.

Importance Indicators:

HIGH PRIORITY:



MEDIUM PRIORITY:



REGULAR PRIORITY:



LOCATION SPECIFIC:



Google Business Profile

- CLAIM AND VERIFY YOUR GOOGLE BUSINESS PROFILE LISTING ●
- CHOOSE THE MOST ACCURATE PRIMARY AND SECONDARY CATEGORIES FOR YOUR BUSINESS TYPE ●
- ADD FULL ACCURATE NAP: NAME, ADDRESS, PHONE NUMBER ●
- SET CORRECT BUSINESS HOURS INCLUDING HOLIDAY AND SEASONAL HOURS ●
- WRITE A KEYWORD-RICH BUSINESS DESCRIPTION MENTIONING YOUR TOWN, VILLAGE, OR AREA OF LONG ISLAND 🌐
- UPLOAD HIGH-QUALITY PHOTOS: EXTERIOR, INTERIOR, PRODUCTS, TEAM, AND WORK SAMPLES ●
- ENABLE MESSAGING/CHAT FEATURE ●
- ADD ALL RELEVANT ATTRIBUTES FOR YOUR BUSINESS TYPE (WHEELCHAIR ACCESSIBLE, FREE PARKING, WOMEN-OWNED, ETC.) ●

Google Business Profile (continued)

- SET UP Q&A SECTION WITH COMMON QUESTIONS PRE-ANSWERED ●
- POST WEEKLY GOOGLE BUSINESS UPDATES — PROMOTIONS, EVENTS, SEASONAL OFFERS ●
- RESPOND TO ALL REVIEWS WITHIN 48 HOURS — POSITIVE AND NEGATIVE ●
- ADD BOOKING, QUOTE, OR ORDERING LINKS WHERE APPLICABLE ●
- VERIFY YOUR PROFILE APPEARS CORRECTLY ON GOOGLE MAPS AND SHOWS THE RIGHT SERVICE AREA ●

Local SEO & Long Island Citations

- ENSURE NAP IS 100% CONSISTENT ACROSS EVERY LISTING — EXACT SAME NAME, ADDRESS, AND PHONE FORMAT ●
- CLAIM AND OPTIMIZE BING PLACES FOR BUSINESS LISTING ●
- CLAIM APPLE MAPS LISTING VIA APPLE BUSINESS CONNECT ●
- CLAIM AND OPTIMIZE YELP LISTING ●
- LIST ON NEXTDOOR — HEAVILY USED ACROSS LONG ISLAND NEIGHBORHOODS FOR LOCAL BUSINESS DISCOVERY 📍
- GET LISTED IN THE LONG ISLAND BUSINESS NETWORK (LIBN) DIRECTORY 📍
- SUBMIT TO YOUR LOCAL CHAMBER OF COMMERCE DIRECTORY — NASSAU COUNTY, SUFFOLK COUNTY, OR TOWN-SPECIFIC 📍
- GET LISTED ON THE LONG ISLAND PRESS BUSINESS DIRECTORY 📍
- SUBMIT TO NEWSDAY'S LOCAL BUSINESS LISTINGS IF AVAILABLE 📍
- LIST ON DATA AGGREGATORS: INFOGROUP, ACXIOM, LOCALEZE, AND FACTUAL ●
- TARGET HYPER-LOCAL KEYWORDS: '[SERVICE] IN [TOWN]', 'BEST [SERVICE] IN NASSAU COUNTY', '[SERVICE] NEAR [VILLAGE]' 📍



Local SEO & Long Island Citations (continued)

- CREATE INDIVIDUAL LANDING PAGES FOR EACH TOWN OR VILLAGE YOU SERVE (E.G. HUNTINGTON, BABYLON, GARDEN CITY, SMITHTOWN) 🌐
- EMBED GOOGLE MAP ON YOUR CONTACT PAGE ●
- SEARCH FOR AND CORRECT ANY DUPLICATE OR INCORRECT LISTINGS ●
- CLAIM FACEBOOK BUSINESS PAGE WITH FULL DETAILS, HOURS, AND SERVICE AREA ●



On-Page SEO

- INCLUDE YOUR PRIMARY KEYWORD AND LOCATION IN THE H1 HEADING ON THE HOMEPAGE ●
- WRITE A UNIQUE, KEYWORD-RICH TITLE TAG FOR EVERY PAGE (50-60 CHARACTERS) ●
- WRITE A COMPELLING META DESCRIPTION FOR EVERY PAGE (150-160 CHARACTERS) ●
- USE H2/H3 SUBHEADINGS LOGICALLY THROUGHOUT YOUR PAGES ●
- INCLUDE FULL ADDRESS AND PHONE NUMBER IN THE FOOTER ON EVERY PAGE ●
- MENTION SPECIFIC LONG ISLAND TOWNS, VILLAGES, AND LANDMARKS NATURALLY THROUGHOUT YOUR COPY 📍
- REFERENCE LOCAL CONTEXT WHERE RELEVANT — NORTH SHORE VS SOUTH SHORE, NASSAU VS SUFFOLK, EAST END 📍
- CREATE A DEDICATED SERVICES PAGE WITH KEYWORD-RICH DESCRIPTIONS OF EACH SERVICE YOU OFFER ●
- CREATE A DEDICATED ABOUT PAGE WITH YOUR LOCAL STORY, TEAM, AND HOW LONG YOU'VE SERVED LONG ISLAND 📍

On-Page SEO (continued)

- CREATE A DEDICATED CONTACT PAGE WITH ADDRESS, PHONE, HOURS, AND EMBEDDED MAP ●
- ADD ALT TEXT TO ALL IMAGES DESCRIBING THE CONTENT PLUS A KEYWORD WHERE NATURAL ●
- USE INTERNAL LINKS BETWEEN RELATED PAGES ●
- INCLUDE A CLEAR CALL TO ACTION ON EVERY PAGE (CALL NOW, GET A QUOTE, BOOK ONLINE) ●
- CREATE A BLOG OR NEWS SECTION COVERING LOCAL TOPICS, SEASONAL SERVICES, AND COMMUNITY INVOLVEMENT ●
- WRITE LOCALLY RELEVANT BLOG CONTENT: 'BEST [SERVICE] ON LONG ISLAND', '[SERVICE] TIPS FOR [SEASON] ON LONG ISLAND' ©

Technical SEO

- ENSURE SITE LOADS IN UNDER 3 SECONDS ON MOBILE (TEST WITH GOOGLE PAGESPEED INSIGHTS) ●
- SITE MUST BE FULLY MOBILE-RESPONSIVE – THE MAJORITY OF LOCAL SEARCHES HAPPEN ON PHONES ●
- INSTALL AN SSL CERTIFICATE (HTTPS://) ●
- CREATE AND SUBMIT AN XML SITEMAP TO GOOGLE SEARCH CONSOLE ●
- CREATE AND SUBMIT SITEMAP TO BING WEBMASTER TOOLS ●
- SET UP AND VERIFY GOOGLE SEARCH CONSOLE ●
- SET UP AND VERIFY BING WEBMASTER TOOLS ●
- FIX ALL CRAWL ERRORS SHOWN IN SEARCH CONSOLE ●
- ENSURE NO BROKEN LINKS (404 ERRORS) EXIST ON THE SITE ●
- SET CANONICAL TAGS ON ALL PAGES TO AVOID DUPLICATE CONTENT ●
- CONFIGURE ROBOTS.TXT CORRECTLY – DON'T ACCIDENTALLY BLOCK SEARCH ENGINES OR AI CRAWLERS ●
- COMPRESS AND CONVERT IMAGES TO WEBP OR NEXT-GEN FORMAT ●

Technical SEO (continued)

- IMPLEMENT LAZY LOADING FOR IMAGES BELOW THE FOLD ●
- CHECK CORE WEB VITALS (LCP, CLS, INP) IN GOOGLE SEARCH CONSOLE AND ADDRESS ANY FAILURES ●
- IMPLEMENT HREFLANG TAGS IF YOUR SITE SERVES MULTILINGUAL COMMUNITIES (SPANISH IS WIDELY SPOKEN ACROSS LONG ISLAND) 🌐

Schema Markup {Structured Data}

- ADD LOCALBUSINESS SCHEMA (OR THE MOST SPECIFIC SUBTYPE: PLUMBER, MEDICALBUSINESS, LEGALSERVICE, ETC.) TO YOUR HOMEPAGE ●
- INCLUDE 'NAME', 'ADDRESS', 'TELEPHONE', 'URL', AND 'OPENINGHOURS' IN YOUR SCHEMA ●
- ADD GEO COORDINATES (LATITUDE/LONGITUDE) TO YOUR LOCALBUSINESS SCHEMA ●
- ADD 'AREASERVED' IN SCHEMA LISTING THE SPECIFIC LONG ISLAND TOWNS, VILLAGES, AND COUNTIES YOU SERVE 🌐
- IMPLEMENT BREADCRUMBLIST SCHEMA ON INTERIOR PAGES ●
- ADD REVIEW/AGGREGATERATING SCHEMA IF YOU DISPLAY REVIEWS ON YOUR SITE ●
- ADD SERVICE SCHEMA FOR EACH INDIVIDUAL SERVICE YOU OFFER ●
- ADD FAQPAGE SCHEMA TO ANY FAQ SECTION ON YOUR SITE ●

Schema Markup {Structured Data} (continued)

- ADD EVENT SCHEMA FOR ANY EVENTS, WORKSHOPS, OR PROMOTIONS YOU RUN ●
- VALIDATE ALL SCHEMA USING GOOGLE'S RICH RESULTS TEST TOOL ●
- CHECK FOR SCHEMA ERRORS IN GOOGLE SEARCH CONSOLE'S RICH RESULTS REPORT ●

Backlinks & Off-Page SEO

- GET LISTED AND LINKED FROM LONG ISLAND-SPECIFIC DIRECTORIES AND RESOURCE PAGES 📍
- PITCH TO LONG ISLAND LOCAL PUBLICATIONS: LONG ISLAND PRESS, NEWSDAY, ANTON MEDIA, LOCAL TOWN PAPERS 📍
- REACH OUT TO LONG ISLAND BLOGGERS, INFLUENCERS, AND COMMUNITY PAGES FOR FEATURES OR MENTIONS 📍
- SPONSOR OR PARTICIPATE IN LOCAL LONG ISLAND EVENTS, FAIRS, OR COMMUNITY ORGANIZATIONS AND EARN A LINK 📍
- JOIN AND GET LISTED ON THE LONG ISLAND BUSINESS NETWORK (LIBN) OR SIMILAR PROFESSIONAL ASSOCIATIONS 📍
- GET LINKED FROM YOUR LOCAL CHAMBER OF COMMERCE MEMBER PAGE ●
- PARTNER WITH COMPLEMENTARY LOCAL BUSINESSES FOR CROSS-PROMOTION AND RECIPROCAL LINKS ●

Backlinks & Off-Page SEO (continued)

- SUBMIT TO LOCAL TOURISM AND VISITOR GUIDE SITES (DISCOVER LONG ISLAND, I LOVE NY, ETC.) 📌
- CREATE SHAREABLE, LOCALLY RELEVANT CONTENT TO EARN NATURAL INBOUND LINKS ●
- MONITOR YOUR BACKLINK PROFILE USING AHREFS, SEMRUSH, OR MOZ AND DISAVOW TOXIC LINKS ●

Reviews & Reputatiuon

- ACTIVELY ASK SATISFIED CUSTOMERS TO LEAVE A GOOGLE REVIEW ●
- ADD A QR CODE AT YOUR LOCATION OR ON RECEIPTS/INVOICES LINKING TO YOUR GOOGLE REVIEW PAGE ●
- SEND POST-SERVICE REVIEW REQUEST EMAILS OR TEXTS IF YOU COLLECT CUSTOMER CONTACT INFO ●
- NEVER INCENTIVIZE OR FAKE REVIEWS — VIOLATES PLATFORM POLICIES ●
- RESPOND TO EVERY GOOGLE REVIEW — POSITIVE AND NEGATIVE ●
- RESPOND TO EVERY YELP REVIEW ●
- MONITOR AND RESPOND TO NEXTDOOR RECOMMENDATIONS — PARTICULARLY INFLUENTIAL IN LONG ISLAND COMMUNITIES ●
- MONITOR BRAND MENTIONS USING GOOGLE ALERTS ●
- DISPLAY POSITIVE REVIEWS AND TESTIMONIALS ON YOUR WEBSITE ●
- AIM FOR A CONSISTENT STREAM OF NEW REVIEWS — RECENCY MATTERS TO LOCAL SEARCH ALGORITHMS ●

Analytics & Tracking

- INSTALL GOOGLE ANALYTICS 4 (GA4) ON YOUR WEBSITE ●
- SET UP CONVERSION EVENTS: PHONE CLICKS, FORM SUBMISSIONS, QUOTE REQUESTS, DIRECTION CLICKS ●
- CONNECT GA4 TO GOOGLE SEARCH CONSOLE FOR KEYWORD DATA ●
- SET UP GOOGLE TAG MANAGER FOR CLEAN TAG MANAGEMENT ●
- TRACK CLICK-TO-CALL AS A CONVERSION EVENT ●
- TRACK CONTACT AND QUOTE FORM SUBMISSIONS AS CONVERSIONS ●
- MONITOR GOOGLE BUSINESS PROFILE INSIGHTS MONTHLY: VIEWS, CALLS, DIRECTION REQUESTS, WEBSITE CLICKS ●
- REVIEW SEARCH CONSOLE PERFORMANCE REPORT MONTHLY FOR KEYWORD RANKINGS AND IMPRESSIONS ●
- SET UP RANK TRACKING FOR TARGET KEYWORDS — INCLUDE LONG ISLAND TOWN-LEVEL TERMS 📍
- MONITOR LOCAL PACK (MAP PACK) APPEARANCE FOR KEY TERMS ACROSS NASSAU AND SUFFOLK COUNTY 📍
- RUN A MONTHLY CITATION AUDIT TO CATCH NEW INCORRECT OR DUPLICATE LISTINGS ●

AI & Generative Search Visibility

- WRITE A CLEAR, WELL-STRUCTURED 'ABOUT' PAGE CRAFTED FOR AI SUMMARIZATION — INCLUDE WHAT YOU DO, WHO YOU SERVE, AND YOUR LONG ISLAND LOCATION CONTEXT ●
- ADD A NATURAL-LANGUAGE FAQ PAGE ANSWERING QUESTIONS THE WAY CUSTOMERS ACTUALLY ASK THEM ●
- OPTIMIZE COPY FOR CONVERSATIONAL QUERIES: 'BEST [SERVICE] ON LONG ISLAND', 'WHO DOES [SERVICE] IN [TOWN] NY' ●
- WRITE DESCRIPTIVE, SPECIFIC COPY ABOUT YOUR SERVICES, EXPERIENCE, AND WHAT MAKES YOUR BUSINESS THE RIGHT CHOICE FOR LONG ISLAND CUSTOMERS ●
- CREATE AN LLMS.TXT FILE AT YOURDOMAIN.COM/LLMS.TXT — A PLAIN TEXT MARKDOWN FILE SUMMARIZING YOUR BUSINESS NAME, SERVICES, LOCATION, HOURS, AND KEY PAGE LINKS FOR AI TOOLS TO READ ●
- INCLUDE IN LLMS.TXT: THE SPECIFIC LONG ISLAND TOWNS AND AREAS YOU SERVE, SERVICE DESCRIPTIONS, AND CONTACT DETAILS ●

AI & Generative Search Visibility

- OPTIONALLY CREATE AN LLMS-FULL.TXT WITH EXPANDED DETAIL – FULL SERVICE LIST, TEAM BIOS, SERVICE AREA, AND PRESS MENTIONS ●
- KEEP LLMS.TXT UPDATED WHENEVER YOUR SERVICES, HOURS, OR KEY INFO CHANGES ●
- ENSURE GPTBOT, PERPLEXITYBOT, CLAUDEBOT, AND OTHER AI CRAWLERS ARE NOT BLOCKED IN YOUR ROBOTS.TXT ●
- GET FEATURED IN LONG ISLAND LOCAL PRESS AND COMMUNITY SITES – AI TOOLS CITE AUTHORITATIVE THIRD-PARTY SOURCES WHEN ANSWERING LOCAL QUERIES 🗣️
- EARN MENTIONS ON 'BEST OF LONG ISLAND' AND TOWN-SPECIFIC LISTICLE PAGES – THESE ARE FREQUENTLY PULLED INTO AI-GENERATED ANSWERS 🗣️
- REGULARLY TEST HOW YOUR BUSINESS APPEARS IN CHATGPT, PERPLEXITY, AND GOOGLE AI OVERVIEWS FOR RELEVANT LONG ISLAND SEARCH QUERIES ●
- MONITOR LOCAL LONG ISLAND SUBREDDITS (R/LONGISLAND, R/NASSAU, R/SUFFOLK) AND COMMUNITY FORUMS – AI TOOLS INDEX THESE FOR LOCAL RECOMMENDATIONS ●

If you've worked through this checklist, your Long Island business is in a strong position to compete in local search across Nassau and Suffolk County.

Remember: the most successful local businesses keep improving. Rankings shift, competitors catch up, and the way customers search is constantly changing. Especially with AI tools becoming a bigger part of how people find local services. Staying ahead means staying consistent.

Monitor your performance. Refresh your content seasonally. Build your reputation one review at a time. And if you ever need a hand — or want an expert to handle it for you — Merokee Web is here.

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