

Work through this in order. Tick a box only when it is genuinely done, then track your map-pack position monthly.

1. Google Business Profile

- Profile claimed and verified?
- Exact primary category (not a generic one)?
- Every field complete, with 10+ real photos?

2. NAP + citations

- One exact name/address/phone format chosen?
- Listed in Yellow Pages Jordan, Amman Chamber, JordanYP, OpenSooq?
- Listed in Bing Places, Apple Business Connect, LinkedIn?

3. Reviews

- A steady flow of recent Google reviews?
- Reviews mention the service + city naturally?
- Every review replied to?

4. Bilingual signals

- Profile and site cover Arabic and English?
- Arabic content reads natively (not translated)?
- City/neighbourhood named in both languages?

5. On-page local SEO

- LocalBusiness schema on the site?
- City in titles + dedicated city pages?
- Fast, mobile-first pages (Core Web Vitals)?