

# Local SEO Audit Checklist

Run through all 47 points to find exactly where your local SEO is leaking. Check off each item as you go.

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## SECTION 1 — Google Business Profile (12 Points)

- Business name matches exactly what is on your signage and website
- Correct primary category selected (most specific option available)
- At least 3 secondary categories added where relevant
- Business description filled out (750 chars) with primary keyword in first sentence
- Website URL is correct and points to the right landing page
- Phone number is local (not toll-free) and matches your website
- Business address is complete and matches all other directories exactly
- Service area set correctly (radius or list of cities/ZIP codes)
- Hours of operation are accurate including holidays
- At least 10 photos uploaded — exterior, interior, team, work examples
- At least one Google Post published in the last 7 days
- Products or services menu populated with descriptions and prices

## SECTION 2 — On-Page SEO Signals (15 Points)

- Title tag on homepage includes primary keyword + city
- Meta description is 150-160 chars and includes a call to action
- H1 tag contains primary service keyword (only one H1 per page)
- NAP (Name, Address, Phone) visible in text on every page (not just image)
- Dedicated service pages exist for each major service you offer
- Each service page targets a unique keyword — no duplication
- Location landing page exists if you serve multiple cities
- Internal links from homepage to each key service page
- Page load time under 3 seconds on mobile (test at [pagespeed.web.dev](https://pagespeed.web.dev))

- [ ] Core Web Vitals pass in Google Search Console
- [ ] Site is mobile-friendly (test at [search.google.com/test/mobile-friendly](https://search.google.com/test/mobile-friendly))
- [ ] Images have descriptive ALT text including location where natural
- [ ] Schema markup: LocalBusiness type with full NAP and opening hours
- [ ] FAQ schema on service pages (boosts visibility in search results)
- [ ] XML sitemap submitted to Google Search Console

### **SECTION 3 — Citation & NAP Consistency (10 Points)**

- [ ] Business name is spelled identically across all directories
- [ ] Address format is identical everywhere (St. vs Street, Suite vs Ste)
- [ ] Phone number is the same on every listing (including area code format)
- [ ] Listed on Google, Bing Places, Apple Maps, Yelp, Facebook
- [ ] Listed on industry-specific directories (e.g. Angi, HomeAdvisor, Houzz)
- [ ] No duplicate listings found (search your business name on each platform)
- [ ] Data aggregators updated: Data Axle, Neustar, Foursquare
- [ ] Website URL is consistent across all citations
- [ ] Business description is present on major citations
- [ ] All citations link back to your website where the platform allows

### **SECTION 4 — Review & Reputation Health (10 Points)**

- [ ] Google rating is 4.0 stars or higher
- [ ] At least 10 Google reviews (25+ is competitive in most markets)
- [ ] Most recent review is less than 30 days old
- [ ] You have responded to every review — positive and negative
- [ ] Review responses are personalised (not copy-pasted)
- [ ] Active review request process in place (email, SMS, or QR code)
- [ ] Also listed and reviewed on Yelp and Facebook
- [ ] No reviews flagged or removed by Google in last 90 days
- [ ] Competitor review volume benchmarked (know where you stand)
- [ ] Negative reviews have a professional, empathetic response

