FREE RESOURCE · 34 CHECKS

Local SEO Audit Checklist

Run this audit before and after onboarding a local client. High-impact items first; tick each box when it's verified, not when it's planned.

■ High impact ■ Medium ■ Nice to have Client: _____ Date: _____

Google Business Profile

Your profile is the single biggest local ranking input. Get the basics exactly right.

- [ ] **Profile is claimed and verified** ● HIGH
  Verification unlocks editing, insights and messaging. Re-verify after major changes such as moving address.
- [ ] **Primary category is the most specific available** ● HIGH
  Choose “Emergency dental service” over “Dentist” only if that's your main business. Add 3–5 relevant secondary categories.
- [ ] **Regular and holiday hours are complete** ● HIGH
  Set special hours for every public holiday at least two weeks ahead. Mismatched hours are the top cause of negative reviews.
- [ ] **Services and products are listed with descriptions** ● MEDIUM
  Use the same service names as your website and schema for consistent relevance signals.
- [ ] **At least 10 recent, real photos** ● MEDIUM
  Exterior, interior, team and work examples. Add new photos monthly.
- [ ] **Posts or updates published in the last 30 days** ● LOW
  Offers, events and updates show activity and can appear in the knowledge panel.

NAP consistency & citations

Name, address and phone must match everywhere search engines look.

- [ ] **NAP on the website matches the profile character-for-character** ● HIGH
  Same suite format, same abbreviations (St vs Street), same primary phone number.
- [ ] **Top citation sites are claimed and consistent** ● HIGH
  Yelp, Apple Business Connect, Bing Places, Facebook and the main industry directories.
- [ ] **No duplicate or outdated listings** ● MEDIUM
  Search for old phone numbers and former addresses; merge or remove duplicates.
- [ ] **Call-tracking numbers don't replace the primary number** ● MEDIUM
  Use tracking numbers as additional numbers only; keep the real primary number in schema and citations.
- [ ] **Business name has no keyword stuffing** ● HIGH
  “Bright Smile Dental” — not “Bright Smile Dental | Best Dentist Groningen”. Stuffing risks suspension.

Structured data

LocalBusiness JSON-LD tells search engines and AI assistants exactly who you are.

- [ ] **LocalBusiness JSON-LD is on every location page** ● HIGH
  One location per page. The homepage of a single-location business counts.
- [ ] **The most specific @type is used** ● HIGH
  Dentist, Plumber, HVACBusiness, LegalService — not generic LocalBusiness.
- [ ] **name and full address are present and valid** ● HIGH
  Required by Google. Include street, city, region, postal code and ISO country code.
- [ ] **openingHoursSpecification matches the profile** ● HIGH
  Including split hours and closes-after-midnight. Add specialOpeningHoursSpecification for holidays.
- [ ] **geo coordinates have 5+ decimals** ● MEDIUM
  Precise lat/long helps map matching. Omit for service-area businesses without a storefront.
- [ ] **sameAs links to GBP and key profiles** ● MEDIUM
  Google Business Profile, Yelp, Facebook, LinkedIn and industry directories.
- [ ] **Passes Google's Rich Results Test with no errors** ● HIGH
  Re-test after every site redesign, CMS migration or plugin update — schema silently breaks.

On-page local SEO

Each location needs a page worth ranking.

- [ ] **Dedicated page per location** ● HIGH
  Unique copy, address, map, hours, staff and photos — not a city name swapped into a template.
- [ ] **Title tag includes service and city** ● MEDIUM
  “Emergency Plumber in Austin, TX — Lone Star Plumbing”. Keep it under ~60 characters.
- [ ] **Embedded map and driving directions** ● LOW
  Embed the map for the verified profile, not a generic address search.
- [ ] **Service pages link to the location page** ● MEDIUM
  Internal links connect services to locations for topical relevance.
- [ ] **Click-to-call and booking above the fold on mobile** ● MEDIUM
  Most local searches are mobile. Make the phone number a tel: link.
- [ ] **Location FAQs answer real customer questions** ● LOW
  Parking, insurance, emergency availability, languages spoken.

Reviews & reputation

Volume, recency and responses all matter.

- [ ] **A review request is part of every job** ● HIGH
  Send a short link after service. Never incentivise or gate reviews.
- [ ] **Every review gets a response within 48 hours** ● MEDIUM
  Thank positives by name; address negatives factually and take details offline.
- [ ] **New reviews arrive every month** ● MEDIUM
  Recency is a visible trust signal and a ranking factor.
- [ ] **No self-serving review markup is expected to show stars** ● LOW
  Google won't show stars for LocalBusiness markup about your own business. Don't promise them to clients.
- [ ] **Industry review platforms are covered** ● LOW
  Healthgrades/Zocdoc for medical, Avvo for legal, Houzz/Angi for trades, Tripadvisor for hospitality.

Technical & performance

The site must be crawlable, fast and stable.

- [ ] **Site is served over HTTPS without mixed content** ● HIGH
  Including logo and image URLs used in schema.
- [ ] **Core Web Vitals pass on mobile** ● MEDIUM
  LCP under 2.5s, INP under 200ms, CLS under 0.1.
- [ ] **Location pages are indexed** ● HIGH
  Check with a site: search and the URL Inspection tool in Search Console.
- [ ] **XML sitemap lists every location page** ● MEDIUM
  Submit it in Search Console and keep it in sync with new locations.
- [ ] **Schema is monitored for drift** ● MEDIUM
  Hours change; schema should change with them. Use a hosted embed or monthly checks.

Score: count high-impact items ×3, medium ×2, nice-to-have ×1. Under 60% means the client is leaving local visibility on the table.

Generate valid LocalBusiness JSON-LD for free at localschema.app/builder.