



SEO Audit Checklist

for Local Businesses

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SEO Audit Checklist for Local Business

This step-by-step local SEO audit checklist helps small and local businesses improve visibility in Google Search, Maps, and local pack results, drive nearby traffic, and generate qualified leads.

1. Website Technical SEO Audit

Ensure your website is crawlable, fast, and mobile-friendly.

Checklist

- Website uses HTTPS (SSL enabled)
 - Mobile-friendly & responsive design
 - Page loading speed under 3 seconds
 - No broken links (404 errors)
 - XML sitemap created & submitted
 - Robots.txt properly configured
 - Clean URL structure
 - No duplicate content issues
 - Core Web Vitals pass (LCP, CLS, INP)
 - Canonical tags implemented correctly
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2. Google Business Profile (GBP) Audit (*Critical for Local SEO*)

Checklist

- Google Business Profile claimed & verified
 - Correct Business Name, Address, Phone (NAP)
 - Primary & secondary categories optimized
 - Business description includes local keywords
 - Service areas properly added
 - Business hours accurate
 - High-quality photos uploaded (interior, exterior, team, products)
 - Regular Google Posts published
 - Q&A section optimized
 - Messaging enabled (if applicable)
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3. NAP Consistency & Local Citations Audit

Checklist

- NAP is 100% consistent across the web
- Listed on top directories (Google, Bing, Apple Maps)
- Presence on local directories & industry-specific platforms
- Duplicate listings removed
- Old addresses or phone numbers corrected
- Local schema (LocalBusiness) implemented

4. Local Keyword Research Audit

Checklist

- Target keywords include location modifiers
 - Separate keywords for each service + city
 - Local long-tail keywords identified
 - Keywords mapped to correct landing pages
 - Competitor local keywords analyzed
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5. On-Page SEO Audit (Local-Focused)

Checklist

- Unique title tags with city/area name
- Optimized meta descriptions for CTR
- H1 includes primary local keyword
- Proper H2/H3 structure
- Location-specific landing pages created
- Embedded Google Map on contact page
- NAP visible in footer or contact page
- Internal linking between service & location pages
- Image alt text includes local context

6. Content & Local Relevance Audit

Checklist

- Content addresses local customer pain points
- Blog posts targeting local search queries
- FAQs with local intent
- Testimonials & case studies from local clients
- Service pages explain local expertise
- Content freshness maintained

7. Reviews & Reputation Management Audit

Checklist

- Reviews collected consistently
 - Business responds to all reviews
 - Review keywords include services & location
 - Negative reviews handled professionally
 - Review generation strategy in place
 - Reviews displayed on website (schema enabled)
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8. Backlink & Local Authority Audit

Checklist

- Backlinks from local websites
 - Links from chambers of commerce
 - Local news/media mentions
 - Industry-relevant backlinks
 - Toxic or spam links identified & removed
 - Anchor text natural & diversified
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9. Schema Markup & Structured Data Audit

Checklist

- LocalBusiness schema implemented
 - Review schema added
 - FAQ schema used where relevant
 - Service schema implemented
 - Schema validated with testing tools
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10. Analytics, Tracking & Reporting Audit

Checklist

- Google Analytics installed correctly

- Google Search Console configured
 - Conversion tracking set (calls, forms, chats)
 - GBP insights monitored
 - Keyword rankings tracked locally
 - Monthly SEO performance reports created
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Bonus: Competitive Local SEO Audit Checklist

- Competitor GBP analysis
- Compare reviews, photos & posts
- Analyze competitor backlinks
- Content gap analysis
- Identify missed local opportunities



Book Your FREE Local SEO Audit

Struggling to rank on Google Search or Google Maps? Let our experts uncover what's holding your business back. Get a **FREE Local SEO Audit** and receive a clear action plan to increase visibility, calls, and leads.

What You'll Get:

- ✓ Google Business Profile optimization review
- ✓ Website technical & on-page SEO audit
- ✓ Local keyword & competitor analysis
- ✓ Clear recommendations to grow local leads

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