Local SEO audit checklist

How to use this checklist

Tick each item when it is done. The note after each item says where to check it: this audit at doany.ai/tools/local-seo-audit, your Business Profile, a free DoAny tool, or yourself.

Google Business Profile

- ☐ Claim and verify your Business Profile. (Business Profile)
- ☐ Use your real business name, with no extra keywords or city added to it. (Business Profile)
- ☐ Pick the primary category that says what your business is, then add the others that fit. (Free tool: Local SEO keyword research)
- ☐ Keep your hours current, holiday hours too. (Business Profile)
- ☐ List each service you offer. (Business Profile)
- ☐ Describe what you do and where, in your own words. (Free tool: Google Business description generator)
- ☐ Link your website, the one you check here. (Business Profile)
- ☐ Set the areas you serve. If customers don't come to you, hide your street address. (Yourself)
- ☐ Add real photos of your work, your team and your place of business. (Business Profile)
- ☐ Post updates, offers and events now and then. (Free tool: Google Business post generator)

Your website

- ☐ Your homepage loads, and nothing on it tells Google not to show it. (This audit)
- ☐ Your homepage title names your main service and city in about 50 to 60 characters. (This audit)
- ☐ Your description says what you do and where in about 120 to 155 characters. (This audit)
- ☐ Your pages name each service you offer and the places you serve. (This audit)
- ☐ Every page has a way to call, book or ask for a quote, and your number is tap-to-call. (This audit)
- ☐ Your pages fit a phone screen. (This audit)
- ☐ Your homepage gives Google your business details (LocalBusiness structured data): your name, phone, and address or service area. (This audit)
- ☐ Your pages load quickly on a phone. (Yourself)

Name, address and phone

- ☐ Your address and phone number are the same on every page of your website. (This audit)
- ☐ Your business name, address and phone match your Google Business Profile word for word. (Yourself)
- ☐ They match everywhere else people look you up: Apple Business Connect, Bing Places, Yelp and the directories for your trade. (Yourself)
- ☐ Use a local number your business answers, not a central call-center line. (Yourself)
- ☐ Fix or remove listings that still show an old address or number. (Yourself)

Reviews

- [ ] Ask every customer for a review, with a direct link to your review form. (Free tool: Google review link generator)
- [ ] Send the request soon after the job, by text or email. (Free tool: Review request template)
- [ ] Reply to reviews, the good and the bad. (Free tool: AI review response generator)
- [ ] Never pay or give a discount for a review, and don't ask only the customers you expect to be happy. (Yourself)
- [ ] Watch your rating and review count next to businesses like yours nearby. (Free tool: Local SEO keyword research)

Local pages

- [ ] Give each main service its own page that names the service and your city. (Free tool: Local SEO keyword research)
- [ ] Add a page for another town only when you work there and have something real to say about it. (Free tool: Local SEO keyword research)
- [ ] Show work you did nearby: photos, short project notes, before and after pictures. (Free tool: Before and after picture maker)
- [ ] Answer the questions customers ask before they call, such as prices, areas and timing. (Yourself)

Tracking

- [ ] Check where you show up on Google Maps for your main searches. (Free tool: Local SEO keyword research)
- [ ] Read your Business Profile's Performance numbers each month. (Yourself)
- [ ] Watch Google Search Console for the searches that show your site. (Yourself)
- [ ] Run this audit again after you change your site, and every few months. (This audit)