

Local SEO Audit Checklist



**Boost your local search rankings
and attract more customers!**

Part 1: Google Business Profile (GBP) Optimization

- ☐ Claim and verify your Google Business Profile
- ☐ Ensure business name, address, and phone number (NAP) are accurate and consistent
- ☐ Select the right primary and secondary categories
- ☐ Add a detailed business description with relevant keywords
- ☐ Upload high-quality images of your business, products, and services
- ☐ Update business hours, including holiday hours
- ☐ Enable and manage Google Q&A
- ☐ Regularly post Google Updates (offers, events, news)
- ☐ Get and respond to customer reviews

Part 2: Local Listings & Citations

- ☐ Ensure NAP consistency across all listings
- ☐ Submit your business to major directories (Yelp, Bing Places, Apple Maps, etc.)
- ☐ List in industry-specific directories
- ☐ Use structured data markup (Schema.org) for local SEO

Part 3: On-Page SEO for Local Search

- ☐ Optimize title tags, meta descriptions, and headers with local keywords
- ☐ Include city/region names in website content naturally
- ☐ Create a dedicated “Contact” or “Locations” page with embedded Google Maps
- ☐ Implement internal linking to location-based pages
- ☐ Optimize website speed and mobile-friendliness

Part 4: Local Content Strategy

- ☐ Write location-based blog posts (e.g., "Best Coffee Shops in [City]")
- ☐ Create FAQ pages based on local queries
- ☐ Optimize for voice search (e.g., "near me" and question-based searches)
- ☐ Publish customer testimonials and case studies

Part 5: Reputation Management

- ☐ Actively encourage customer reviews on Google and other platforms
- ☐ Respond professionally to positive and negative reviews
- ☐ Showcase user-generated content (testimonials, social proof)

Part 6: Local Link Building

- ☐ Partner with local businesses for backlinks
- ☐ Get featured in local news, blogs, or event pages
- ☐ Sponsor or participate in community events

Part 7: Tracking & Analytics

- ☐ Set up Google Analytics and Google Search Console
- ☐ Monitor local keyword rankings
- ☐ Track Google Business Profile insights (search views, calls, clicks)
- ☐ Adjust strategy based on customer behavior data

 **Stay ahead in local search! Implement these and watch your business grow**

Need help? Schedule a free consultation with our team and we'll run the audit for you.

- ✓ 18+ years of proven experience
- ✓ Repeated success for our clients building \$8+ figure stores
- ✓ Success in Amazon's toughest categories: Pet, Home, Gardening, Sports & Beauty

Drop us a line: sales@scaledon.com 