

# Local SEO Audit Checklist



Boost your local search rankings  
and attract more customers!

## ➊ 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

## ➋ 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

## ➌ 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](mailto:sales@scaledon.com)** 