

Local SEO Audit Checklist

Check one location the way Google and your customers see it.

- ✓ **34 checks**
across 7 sections
- ✓ **One location**
at a time
- ✓ **Plain terms**
no jargon
- ✓ **Your own data**
nothing to buy

How to use it: If a competitor with fewer reviews shows up above you, reviews aren't what's beating you. Google ranks local results on relevance, distance and prominence, and review count is only one part of prominence. Work through one location at a time, tick what's done, note what isn't, and fix the gaps that cost you calls first.

1 Your Google Business Profile

- ☐ **1 The profile is claimed and verified.**
After a name change or a move, check it again: Google can ask you to verify again.
- ☐ **2 The business name is your real-world name, as it appears on your storefront, website and paperwork.**
Don't add keywords or a city that aren't part of it. Google's guidelines require the real name, and breaking them can get a profile suspended.
- ☐ **3 Your primary category is the most specific one that describes the main work at this location.**
Compare it with the businesses showing above you, and keep yours if it still describes your work. Google's guidance is to use the fewest categories that describe your core business.
- ☐ **4 If you have more than one location, locations doing the same work aren't set up on different primary categories.**
- ☐ **5 Address, phone and hours are correct, including holiday hours.**
If you serve customers at their location and don't take visitors, your address is hidden and your service area is set instead.
- ☐ **6 Services or products are listed, and the description is written for a customer, not stuffed with keywords.**
- ☐ **7 Attributes are filled in (accessibility, payment, amenities and so on).**
- ☐ **8 Photos are current: outside, inside, your work and your products.**
- ☐ **9 You post updates for offers, events and news.**
- ☐ **10 You're not relying on the Q&A section.**
Google has been replacing it with AI answers in Maps, built from your profile, photos and reviews, so the more complete and current those are, the better the answers about your business.

2 Your listings beyond Google

- ☐ **11 Apple Business Connect (Apple Maps), Bing Places, Yelp and Facebook are claimed and complete.**
- ☐ **12 Your industry's own directories list you.**

☐ 13 Name, address and phone are identical everywhere.

☐ 14 Duplicate listings and old addresses are removed.

3 Your website

☐ 15 Each location has its own page that's genuinely useful to someone choosing that location: the area it serves, directions and parking, what that market asks for, local questions answered.

Pages made only to rank for similar city searches, with little else on them, can count as doorway abuse under Google's spam policies.

☐ 16 Each location page's title and main heading name the service and the place.

☐ 17 Name, address and phone on the page match the Business Profile.

☐ 18 Local business schema is on each location page.

Don't count on star ratings from reviews of your own business marked up on your own site: Google doesn't show stars for those.

☐ 19 With more than one location, each Business Profile links to that location's own page rather than one shared homepage.

A single location can link to its homepage.

☐ 20 The site loads fast and works on a phone.

4 Where you actually show up

☐ 21 You've checked map rankings from where your customers are, not just from your office.

Results change with where the person is searching, so a search at your desk only shows how you rank there.

☐ 22 You've compared yourself with the three businesses in the map results: their categories, their distance from the searcher, their reviews and their website.

☐ 23 You've asked an AI assistant (ChatGPT, or Google's AI Mode) to recommend a business like yours in your town, and noted who it names.

5 Your reviews

☐ 24 You ask every customer for a Google review, steadily, not in bursts.

Other platforms set their own rules: Yelp, for one, asks businesses not to request reviews at all.

☐ 25 You ask everyone, not only happy customers.

Google doesn't allow asking selectively for positive reviews.

☐ 26 You never pay for reviews or offer anything in exchange.

Google prohibits it, and the FTC's rule on fake reviews applies.

☐ 27 You reply to reviews, especially the critical ones.

6 Local links and mentions

☐ 28 Local partners, suppliers and associations link to you.

☐ 29 You show up in local news, event pages and sponsorships.

- ☐ 30 Your chamber of commerce and local business groups list you.

7 Tracking

- ☐ 31 Business Profile performance (calls, direction requests, website clicks) is checked monthly, per location.
- ☐ 32 The website link on each profile carries a tracking tag, so clicks from that profile to your site show up separately in Google Analytics.
Profile views, calls and direction requests stay in Business Profile performance.
- ☐ 33 Google Search Console is set up for your site.
- ☐ 34 You track calls and bookings by location, not just traffic.

WANT THIS RUN FOR EVERY LOCATION?

See where your business shows up on the map

We check where each of your locations shows up, from the neighborhoods its customers search, and name what's holding each one back, before any conversation about working together.

[See Where Your Business Shows Up](#)

No long-term contracts.

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