

Local SEO Audit Template/Checklist



1. Google My Business (GMB) Optimization:

- Claim and verify your Google My Business listing.
- Ensure accurate business name, address, and phone number (NAP) information.
- Choose the correct business categories.
- Add high-quality photos of the business, staff, and products/services.
- Write a detailed and keyword-rich business description.
- Encourage and respond to customer reviews.

2. NAP Consistency:

- Ensure consistent NAP (Name, Address, Phone Number) across the website, GMB, and local directories.
- Update any outdated or incorrect business information online.

3. Local Citations:

- Audit existing local citations (online mentions of your business) for accuracy.
- Acquire citations from authoritative local directories (Yelp, YellowPages, etc.).
- Remove duplicate citations to avoid confusion.

4. Local On-Page SEO:

- Include city or location-based keywords in title tags, meta descriptions, and header tags.
- Embed a Google Map on the Contact Us page.
- Create location-specific landing pages if the business serves multiple areas.

5. Customer Reviews:

- Encourage satisfied customers to leave positive reviews on GMB and other relevant platforms.
- Respond promptly to all reviews, both positive and negative, demonstrating excellent customer service.

6. Local Link Building:

- Build high-quality backlinks from local websites and blogs.
- Sponsor local events or charities for brand exposure and backlinks.
- Engage with local influencers and request mentions or collaborations.

7. Local Schema Markup:

- Implement local business schema markup on the website.

- Include key information such as business name, address, phone number, hours of operation, and customer reviews.

8. Mobile Optimization:

- Ensure the website is mobile-friendly for users searching on smartphones.
- Optimize for voice search queries, considering natural language phrases.

9. Local Social Media Presence:

- Maintain active social media profiles on platforms frequented by local audiences.
- Share local events, promotions, and community engagement activities.

10. Local SEO Analytics:

- Set up Google Analytics to track local website traffic.
- Monitor and analyze local search traffic, user behavior, and conversions.
- Use Google Search Console to identify and fix local search issues.

11. Local Competitor Analysis:

- Analyze competitors' GMB listings, citations, and on-page SEO strategies.
- Identify areas where competitors are excelling and plan strategies to outperform them.

12. Local Advertising (if applicable):

- Run local online advertising campaigns targeting specific geographical areas.
- Monitor ad performance and adjust targeting based on results.

13. Local Community Engagement:

- Participate in local events, sponsorships, and community initiatives.
- Engage with local community organizations and forums.

14. Local Voice Search Optimization:

- Optimize content for natural language queries often used in voice search.
- Provide concise and direct answers to common local questions.