

Local SEO Audit Checklist

28 checks in 7 steps · work in order · re-run every quarter. Full guide and free tools:
seoshut.com/blog/local-seo-audit/

SEOs Hut
AI-first local SEO
agency

1 • RANKINGS

- ☐ Where you rank for your 5 money keywords, checked from inside your area
- ☐ The 3 businesses holding the map pack, and why (category, reviews, proximity)

2 • GOOGLE BUSINESS PROFILE

- ☐ Name matches the real-world name — no added keywords or city
- ☐ Primary category as specific as the leaders'
- ☐ Hours accurate, special hours set
- ☐ Every service listed with a description
- ☐ 10+ real photos, new ones monthly
- ☐ Description, attributes, Q&A complete; no links in description
- ☐ One verified profile per location, no duplicates

3 • REVIEWS

- ☐ Total vs the top 3 (47% skip businesses under 20 reviews)
- ☐ New reviews in the last 90 days
- ☐ Rating 4.5+
- ☐ Every review answered personally
- ☐ No review gating or incentives

4 • CITATIONS & NAP

- ☐ Name, address, phone identical on site, Google, Apple, Bing, Yelp, Facebook
- ☐ Apple Business Connect and Bing Places claimed
- ☐ Listed where competitors are listed

5 • WEBSITE

- ☐ One real page per city served (city in title + H1)
- ☐ NAP in footer matches the profile exactly
- ☐ LocalBusiness schema validates
- ☐ Core Web Vitals pass on mobile
- ☐ Money pages indexed
- ☐ No broken links or redirect chains

6 • LINKS

- ☐ Real local links (chamber, sponsors, suppliers, news)
- ☐ Unlinked mentions turned into links

7 • AI VISIBILITY

- ☐ Named by ChatGPT / AI Overview / Perplexity for 'best [service] in [city]'
- ☐ AI crawlers not blocked in robots.txt
- ☐ Same name, category and description everywhere