

Local SEO Audit Checklist <insert client name>

Check	Yes/ No	Priority (High, Medium or Low)
Duplicate Content		
Is the website content duplicate?		
Are there any duplicate <title> and <description> tags?		
Is a development, or other duplicate sub-domain indexed?		
Is there a 3rd party duplicate content?		
Are there multiple versions of pages e.g. http & https, trailing / and non-trailing slash, www and non-www etc? If so, are they properly canonicalized?		
On-Site Content Targeting		
Do your Meta Tags <title> and <description> tags rock?		
Are the Meta Tags keyword rich and targeted?		
Are the Meta tags of correct length?		
Does Description tag inspire click through?		
Are all img alt tags properly optimized?		
Does the site have a robust internal link strategy?		
Does the site sufficiently address the 3 customer questions (What is my problem, How do I solve my problem? and Are you a good fit for me?)		
Does the site provide customer service contact details?		
Is there an "About us" Page?		
Does the site provide Blog? And are these updated regularly?		
Does the site demonstrate authority?		
Does the site show Customer Testimonials, Case Studies or Reviews?		
Does the site appear to be regularly updated?		
Does the content allow for easy sharing via social platforms?		
Does each page appear to have a clear purpose?		
On-Site Content Targeting - Single Location		
Is the business city and state abbreviation in every <title> tag e.g. Perth, WA?		
Is the business NAP info on every page?		
Is the phone number a local phone number of a toll free phone #?		
Are individual service area pages built out to target locations where the business doesn't have a physical location?		
Is the content on individual services area pages unique?		
Are top services/products linked to off the home page?		
Are top service area pages linked off the homepage?		

Is NAP and other business information marked up in schema.org?		
On-Site Content Targeting – Multi-Location		
Do you have a unique URL for ever physical location of the business?		
Do location pages have the physical location NAP information on them?		
Is there a store locator page to easily help users find the location closest to them?		
Are the location pages organized in a State -> City -> Location structure?		
Are their breadcrumbs for State -> City -> Location on each page as you navigate deeper into their location structure? Are they marked up in schema.org/Breadcrumbs?		
Are city and state abbreviations only in <title> tags for location or service area pages?		
Are location/service area pages using a local phone # or a toll free #?		
On location pages, are their links to other nearby locations? Is the anchor text for those links geo-targeted?		
On location pages, are their links to top level service and product pages? Is the anchor text human readable and keyword targeted?		
Technical Issues		
Are there any crawl errors in Google Webmaster Tools?		
Do any of the pages returning errors have external links pointing at them?		
Do any of the pages returning errors normally get traffic?		
Are any pages on the site linking to these pages returning errors?		
Has a XML sitemap been submitted to GWT?		
Is the site using schema.org/LocalBusiness or a variant for NAP information?		
Is the site using schema.org/Review for customer reviews?		
Is the site fast?		
Have URL Parameter's been set in Google Webmaster Tools?		
Is rel="publisher" setup?		
Is site blocked in /robots.txt?		
Is the site mobile friendly?		
Link Issues		
Is there a manual webspam action?		
Has the site lost organic search traffic at a time that corresponds with a Google Penguin update?		

Is more than 20% of link anchor text commercial/exact match anchor text?		
Do you have a large percentage of low quality links?		
Local Data Ecosystem Issues		
Are their duplicate/inaccurate business listings on Internet Yellow Page sites (e.g superpages.com)?		
Has Google My Business Listing been Claimed and Verified?		
Are there any independent reviews in Google?		
Are their duplicate/inaccurate Google My Business listings?		
Is the information on the Google My Business Listing accurate?		
Does the NAP information on the Google My Business page match the information on the business website?		
Are the Google My Business categories accurate?		
Has Bing Places for Business listing been claimed and verified?		
Has a Facebook Local Business Page been claimed and optimized?		
Is there an accurate listing, per business location on Yelp?		
Is there an accurate listing, per business location on Truelocal?		
Is there an accurate listing, per business location on StartLocal?		
Is the business information accurate on Google Maps?		