LOCAL SEO

Local SEO Audit Checklist (2026)

54 checks across eight sections, scored out of 100. Work through it with your Google Business Profile, Search Console and a geo-grid scan open, and you will see exactly where your local rankings leak.



Why the map comes first. This is a real October 2026 scan for a Tampa service business. At its own address it ranks #3. Across a grid 20 miles wide it is in the top 3 at 21 of 49 points and missing from the top 20 at 14.

A single rank check from the office would have reported #3 and called it done. The checklist starts with the map so every later fix aims at the red points.

Run your own scan free at rouillardmedia.com/tools/local-seo-map-rank-checker

How to score it

1. Map visibility scores as your top 3 coverage times 25.
2. Every other section scores as checks passed, divided by its item count, times its weight.
3. Add the eight section scores for a total out of 100, then use the scorecard on the last page.

SECTION	WEIGHT	CHECKS
Map visibility	25	7
Google Business Profile	20	11
Reviews	15	7
Citations and NAP	10	6
Website and local schema	15	9
Links and prominence	5	4
AI search visibility	5	5
Tracking	5	5

STEPS 1 AND 8

1. Map visibility

25 pts

- [ ] Pick the one keyword that produces booked work, plus two backup keywords
- [ ] Run a 7×7 geo-grid scan with point spacing matched to your real service area
- [ ] Record average rank, best rank, rank at your address, and top 3 coverage
- [ ] Count the points where you are not in the top 20 at all
- [ ] Note the direction where rankings drop first (north, south, east or west)
- [ ] Run the same grid on your two strongest competitors for that keyword
- [ ] Save the keyword, grid size and spacing so the next scan is comparable

Score is your top 3 coverage times 25. Example, 21 of 49 points in the top 3 is 43%, which scores 10.7 of 25.

Score _____ / 25

STEP 2

2. Google Business Profile

20 pts

- [ ] Profile is verified and owned by a business account you control
- [ ] Business name matches your signage with no added keywords or city names
- [ ] Primary category is the most specific match for your money keyword
- [ ] Secondary categories describe services you actually perform
- [ ] Address is accurate, or a service area business hides it and lists real areas
- [ ] Regular and holiday hours are set and correct
- [ ] Every service is listed, named the way customers say it
- [ ] Description says what you do and where, under 750 characters, no links
- [ ] Website link points to the matching page and carries UTM tags
- [ ] Fresh photos of the exterior, interior, team and real work
- [ ] No duplicate profiles for the same business, address or phone number

One point per item checked, divided by the item count, times 20.

Score _____ / 20

STEP 3

3. Reviews

15 pts

- [ ] Review count and rating are within reach of the top 3 competitors
- [ ] New reviews arrived in each of the last three months
- [ ] Every review has an owner response, negative ones included
- [ ] Reviews mention specific services and neighborhoods
- [ ] Every customer gets the same request, with no filtering to happy ones first
- [ ] No paid, incentivized, employee or family reviews
- [ ] An active profile on at least one other review site customers in your field use

One point per item checked, divided by the item count, times 15.

Score _____ / 15

STEP 4

4. Citations and NAP

10 pts

- [ ] One exact name, address and phone written down as the master record
- [ ] Apple Business Connect claimed and matching
- [ ] Bing Places claimed and matching
- [ ] Yelp, Facebook, BBB and Nextdoor listings match the master record
- [ ] The top directories for your industry are claimed and matching
- [ ] Listings with an old address, phone number or business name are corrected

One point per item checked, divided by the item count, times 10.

Score _____ / 10

STEPS 5 AND 6

5. Website and local schema

15 pts

- [ ] One page per core service, each with its own title tag and content
- [ ] A page for each area you serve that has real local detail, not a city name swap
- [ ] Homepage title tag names your main service and city
- [ ] Name, address and phone in the footer match the profile exactly
- [ ] Phone numbers are tap-to-call on mobile
- [ ] Key pages are indexed in Search Console with no noindex or canonical errors
- [ ] Core Web Vitals pass (LCP 2.5s or less, INP 200ms or less, CLS 0.1 or less)
- [ ] LocalBusiness schema uses the most specific subtype and matches the profile
- [ ] Schema includes sameAs links to your profiles and no self-written star ratings

One point per item checked, divided by the item count, times 15.

Score _____ / 15

STEP 7

6. Links and prominence

5 pts

- [ ] Referring domains counted and compared with the top 3 competitors
- [ ] At least one link from a local source (chamber, association, sponsor, supplier)
- [ ] Mentioned by local news or a local blog in the last year
- [ ] No paid link packages or private blog network links

One point per item checked, divided by the item count, times 5.

Score _____ / 5

STEP 9

7. AI search visibility

5 pts

- [ ] Asked ChatGPT, Perplexity, Gemini and Google AI Mode for the best provider in your city
- [ ] Noted whether you are named and which sources each answer cites
- [ ] Listed and accurate on the sources those answers cite
- [ ] robots.txt does not block the search crawlers of those AI tools
- [ ] Service pages answer common questions in short, direct passages

One point per item checked, divided by the item count, times 5.

Score _____ / 5

STEP 10

8. Tracking

5 pts

- [ ] GA4 records calls, form fills and bookings as key events
- [ ] Profile website clicks show up in GA4 under their own UTM source
- [ ] Search Console is verified and local queries are reviewed monthly
- [ ] Profile calls, direction requests and website clicks are logged monthly
- [ ] This audit is saved with its date as the baseline for the next one

One point per item checked, divided by the item count, times 5.

Score _____ / 5

SCORECARD

Your local SEO audit score

SECTION	WEIGHT	YOUR SCORE
Map visibility	25	_____
Google Business Profile	20	_____
Reviews	15	_____
Citations and NAP	10	_____
Website and local schema	15	_____
Links and prominence	5	_____
AI search visibility	5	_____
Tracking	5	_____
Total	**100**	_____

Weights are our own audit model, built from running local campaigns. Full walkthrough at rouillardmedia.com/learn/blog/local-seo-audit

How to read the total

80 to 100	Keep the system running and rescan monthly.
60 to 79	Real gaps. Work the lowest scoring section first.
Below 60	Foundation problems. Start with everything marked fix this week.

What to fix first

Fix this week	Profile suspended, unverified or owned by someone else. Wrong primary category. Duplicate profiles. Site pages blocked from Google.
Fix this month	Missing services or hours. No steady review requests. Conflicting NAP on major platforms. No tracking on calls or forms.
Fix this quarter	Thin or missing area pages. Secondary directories. Local links and mentions. Schema gaps. AI answer sources.

Want a second set of eyes?

Call 386-249-7449 or start online. We run this same audit for free, with geo-grid scans on your keywords and your two closest competitors, and send back a prioritized fix list.

Free map scan: rouillardmedia.com/tools/local-seo-map-rank-checker

Free audit: rouillardmedia.com/services/search-engine-optimization/seo-audits