

Local SEO Audit Checklist

GBP completeness, NAP consistency, citations, landing pages and review signals.

How to use this: check each section, leave unknowns open, and turn open checks into an owner-ready action list.

Google Business Profile

- ☐ Confirm primary category reflects the real service.
- ☐ Check services, products and business description for accuracy.
- ☐ Verify hours, holiday hours, photos and contact fields.
- ☐ Record profile access and owner before assigning tasks.

NAP consistency

- ☐ Confirm the approved name, address and phone source of truth.
- ☐ Check website, GBP and major citations against the same NAP.
- ☐ Flag suite, abbreviation and phone-number inconsistencies.
- ☐ Do not create new listings until the source NAP is approved.

Citations

- ☐ Identify priority directories and industry-specific sources.
- ☐ Record duplicates before requesting updates.
- ☐ Track listing status and evidence URL.
- ☐ Avoid low-quality directories with no local relevance.

Local landing pages

- ☐ Confirm each location has a useful local page where needed.
- ☐ Check local page title, contact details and service coverage.
- ☐ Avoid duplicated city pages with only the city name changed.
- ☐ Link GBP profiles to the most relevant location page.

Review signals

- ☐ Document review-response process and owner.
- ☐ Check for unanswered recent reviews.
- ☐ Do not add fake reviews or review-gating instructions.
- ☐ Record recurring service issues for operational follow-up.

Action handoff

- ☐ Assign every open item an owner.
- ☐ Separate profile updates from citation work.
- ☐ Schedule validation after updates are live.

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