Local SEO Audit Checklist: Findings, Priorities and Action Plan

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WebCoreShop is an independent SEO consultancy founded and operated by Ayman Altair. Engagements are defined through written service scopes, deliverables and reporting.

> A local SEO audit is a structured review of the website, Google Business Profile, citations, reviews and location-based visibility. It verifies issues, assesses their likely impact, assigns priorities and produces an action plan.

A decision-ready audit should contain:

- Defined scope: The locations, services, pages, profiles and search markets included in the review.
- Traceable evidence: Screenshots, URLs, dates, exports or manual observations supporting each material issue.
- Verified findings: Confirmed problems separated from automated warnings, assumptions and items requiring further access.
- Priorities: Findings ordered by likely impact, confidence, effort and implementation dependencies.
- Action plan: The recommended action, responsible owner, required access and method for validating completion.
- Limitations: Data gaps, access restrictions and conclusions that could not be independently confirmed.

Audit Findings

A signal indicates something that may require investigation. A finding records what was confirmed and the evidence supporting it. A priority explains when the issue should be addressed relative to other work. An action states what must change, who should handle it and how completion will be checked. An audit diagnoses an existing condition; an implementation roadmap describes the agreed work that follows. Use this guide to inspect a report or build your own record. Its worked example is illustrative, not a client case study. A local SEO audit

Local SEO Audit Checklist

Website Audit: Structured Data

Start with your main service, genuine target location and the page customers should use to enquire. List the included URLs and accounts, then save a dated copy of their current state before proposing changes.

1. Open the page on mobile. Confirm that its service, location and contact details match the business.
2. Follow its telephone, form and booking links. Coordinate any test submission with the owner and label it as a test.
3. With authorized Search Console access, inspect the exact URL. Record indexing information and the reported canonical; distinguish Google's stored view from the live test. Google explains these inspection results.
4. Compare overlapping local pages by customer task, not shared words alone.

Without account access, record the public checks you completed and leave private indexing evidence unverified. local seo audit checklist

Website Audit and Review Scope

Where relevant markup exists, inspect its JSON-LD syntax and business type. Check `LocalBusiness`, its `address` using `PostalAddress`, and `geo` using `GeoCoordinates` against the visible, accurate business information. Look for conflicting names or locations emitted by multiple plugins. Use Schema.org validation to inspect vocabulary and syntax, and Google's Rich Results Test for supported feature checks. A valid schema graph does not guarantee a Google rich result. Google's LocalBusiness documentation defines its feature requirements. Do not publish a private residential address merely to complete markup. If the business cannot meet a feature's requirements truthfully

and safely, record that limitation rather than inventing details. This is an inspection step, not a full schema implementation tutorial.

Google Business Profile Review

Compare the public profile with owner-confirmed business details and, where authorized, its management view.

- Check the real-world business name, telephone number and website destination.
- Compare categories and listed services with what the business actually provides.
- Verify ordinary and special hours against actual availability.
- Check whether address visibility or the service area matches the operating model.
- Record profile status, apparent duplicates, map-pin accuracy and relevant attributes.
- Follow the website link, including tracking parameters, to confirm the intended destination.

Save the profile URL, collection date and the specific mismatch. Do not change a name, category or location merely because a competitor uses it. Use Google's business representation guidelines as the policy reference. For businesses that travel to customers, detailed implementation belongs in Local SEO for service-area businesses.

Citation Review and Audit Findings

Use owner-confirmed contact details as your comparison record. Review the directories customers actually encounter, including relevant local and industry listings. Record each listing URL, the observed detail and the verified replacement. Distinguish an outdated telephone number or wrong location from harmless formatting differences. Investigate suspected duplicate profiles before requesting removal; similar names may represent different businesses. For reviews, note recurring customer problems, unanswered questions and relevant dates. A complaint is evidence of that customer's report, not independent proof that every customer experienced the issue. Your output is a short list of discrepancies requiring action or further verification. A directory count alone does not establish business impact.

Citation Review: Data Networks and Maps

Distinguish direct customer-facing listings from data-distribution services. Review relevant Apple business listings and Bing business listings alongside industry directories. For US campaigns, assess relevant records and correction routes through Data Axle, TransUnion's listing service, historically Localeze, and Foursquare. Check current market coverage and access rather than treating every network as compulsory or assuming one edit updates every destination. Record the listing, incorrect value, confirmed correction and follow-up date. Use address-suppression options where required; a private address should not be distributed simply to increase citation coverage. local seo audit template

Audit Findings: Reviews and Customer Language

Choose a documented period, such as the last 90 days, and record the platform and sample size. Count new reviews, note the newest review date, and calculate owner response rate as reviews with an owner response divided by reviews in the same sample. Compare equivalent periods and business contexts. A small sample does not establish a trend, and there is no universal review cadence that guarantees rankings. Group recurring positive and negative service themes to identify issues worth checking with the owner. Customer wording can clarify what people value or misunderstand; do not instruct customers to insert target keywords or fabricate reviews. Record observations separately from verified operational problems.

Local Visibility Review: Backlinks and Mentions

Inspect relevant referring pages from chambers, community partners, local publications and genuine business relationships. Confirm that each link works and points to a useful page. Check credible unlinked mentions for incorrect details. Compare a few businesses competing for the same service and location. A backlink gap means a relevant relationship may be missing; it does not mean every competitor link should be copied. Record the referring page, relevance, destination and any evidence limitation. Keep sponsorship and advertising separate from attempts to buy ranking credit. Google's link-spam policies remain the boundary. This audit identifies findings; outreach and link acquisition require their own agreed implementation scope. image (image) Image source and modification notice: The original Backlink Gap Analyzer interface shown in this graphic is from LinkGap.io

Local Visibility Review

Choose a small set of real service queries and record the search location, device, date and collection method. Compare equivalent observations over time; a result from another city is not a like-for-like baseline. Google describes local ranking through relevance, distance and prominence. Its guidance explains why one screenshot cannot establish visibility throughout a service area. Where AI Overviews or AI Mode appear, record the exact query and cited pages. For an AI assistant, also record the product and prompt. Check inaccurate business details against the original source before proposing a correction. One missing citation is an observation, not proof of a technical failure. Google's AI-feature guidance states that ordinary SEO fundamentals remain relevant; special AI markup is not required.

Manual Verification of Audit Findings

An automated tool can collect useful signals quickly, but the review should not present every exported warning as a confirmed problem. Each important signal needs context, manual verification and an explanation of its possible effect before it becomes actionable.

Evidence stage	Meaning	Required treatment
Detected signal	A tool or data source identified a possible issue	Record the source, affected asset, date and detection method
Verification pending	Evidence or access is missing	Mark the signal as unverified and state what is required
Confirmed finding	The condition was reproduced or sufficiently supported	Explain the affected asset or customer journey
Priority assigned	Impact, confidence, effort and dependencies were assessed	Place the finding in the recommended sequence
Completion validated	The approved action was implemented and checked	Record the validation method, date and result

Manual Verification Before Audit Priorities

Knowing how to perform a local SEO audit means checking whether each finding is supported, not just collecting warnings. Before assigning priority, ask: Can the condition be reproduced? Is the affected asset included in scope? Is the likely consequence supported? For example, an automated report might detect several URLs for the same content. Inspect the reported canonical and intended page relationship before treating them as competing pages. Conversely, two differently written pages can still compete if they serve the same audience, task and offer. Consolidate repeated detections of one underlying condition. Record an unresolved item once, with the missing evidence and responsible person. This prevents a long tool export from making a modest problem look like many independent failures.

Manual Verification Checklist

Use this completion check before you turn observations into recommendations. Mark each row **checked**, **issue found**, **not verified** or **not applicable**, and attach the evidence reference.

Domain	Inspect	Verify
Website	Indexing, page intent, contact paths	URL evidence and permitted mobile tests
Structured data	Types, syntax, address, coordinates	Visible facts, conflicts and feature eligibility
Business Profile	Categories, attributes, pin, hours, URL	Real operations and working destination
Citations	Maps, networks and duplicates	Market fit, accurate records and privacy
Reviews	Recency, cadence, response rate, themes	Defined period and sample
Local links	Relevant links and mentions	Referring page, destination and genuine relationship

Domain	Inspect	Verify
Visibility	Local and AI observations	Query, location, product, date and evidence

A checked row means the review was performed; it does not mean the business passed every test.

Audit Findings and Severity

Each finding should identify its asset, verified condition, evidence, consequence, confidence and relevant limitations. Severity and implementation priority differ.

Severity	Working definition	Required evidence
Critical	A verified condition may prevent an important asset from being eligible, accessible or usable	Reproducible evidence, affected asset and immediate consequence
High	A verified condition materially weakens an important local-search or conversion path	Supporting data, affected journey and confidence level
Medium	A confirmed issue deserves correction but does not currently block the principal journey	Evidence and an explanation of its limited scope
Low	A confirmed issue has limited impact and does not block the main customer journey	Evidence of the issue and a proportionate correction

Monitoring is a follow-up status, not a severity level. Record confidence separately and leave severity unassigned when evidence is insufficient. Explain the severity using evidence, not a tool's default score.

Website Audit Findings: An Illustrative Record

Hypothetical example – this is not a WebCoreShop client case or a measured result. Suppose an audit flags a telephone link on a local service page. An authorized reviewer compares the link destination with the business's confirmed contact number and finds that they differ.

Field	Illustrative record
Signal	Telephone link requires examination
Verified condition	Link destination differs from the confirmed business number
Evidence	Dated page capture, link destination and owner-confirmed contact details
Consequence	Visitors using that link may fail to reach the business
Severity and confidence	High severity if this is a primary contact route; high confidence only after verification
Decision	Request approval to correct the affected link
Validation	Recheck the destination and confirm the approved number is reached through an authorized test
Limitation	This does not establish how many enquiries were lost or predict a ranking change

Real findings require their own dated evidence and permissions.

Audit Priorities and Business Impact

Audit priorities should show why one verified finding deserves attention before another. Severity is an input, but it cannot determine the sequence alone. Confidence, expected impact, implementation effort and dependencies can all change which action should happen first.

Decision factor	Question the audit should answer	Effect on priority
Impact	Which search, customer or conversion path could the finding affect?	Greater credible impact may increase priority
Confidence	How strong and reproducible is the evidence?	Weak confidence may require further verification
Effort	What access, expertise, time or development work is required?	A low-effort correction may be completed early when evidence is strong
Dependency	Must another decision or correction happen first?	Dependent work should follow its prerequisite
Validation	How will the business confirm that the action was completed correctly?	An unclear validation method requires a clearer plan

Document the reasoning. Investigate incomplete evidence before action.

Audit Priorities and Action Sequence

When deciding how to audit local SEO with limited access, separate what you can confirm from what needs owner verification. Use three decision states: **verify first**, **approve for action**, or **monitor**. Monitoring needs a date or trigger, not an indefinite promise to check later. For the hypothetical telephone mismatch, a confirmed failure on the main contact route may precede minor directory formatting changes. If the correct number is unknown, owner confirmation must come before editing. This is a dependency decision, not a universal priority score. Assign each approved task to a responsible person and identify the access required. The audit diagnoses and sequences work; implementation starts only after its scope is agreed. For execution, see Local SEO implementation services.

Local SEO Audit Template

Local SEO Audit PDF

Use these resources to record checks and findings before deciding whether you need professional help. No email or enquiry is required. **Local SEO Audit Checklist — PDF** Two printable pages with 20 checks and space for evidence notes. **Download the printable PDF Local SEO Audit Template — Excel** Editable scope, checklist, findings and action-plan tabs. Import into Google Sheets if preferred. **Download the editable template** The files support manual inspection; they do not automatically diagnose your business or predict results.

Action Plan Fields

The action plan should convert each approved finding into a defined task while preserving its evidence, dependencies and validation method.

Action-plan field	Information to record	Purpose
Finding ID	Stable reference to the verified finding	Connects the action to its evidence
Affected asset	Page, profile, citation or customer journey	Defines the exact scope
Approved action	Specific change authorized after review	Prevents an ambiguous task
Responsible owner	Client, practitioner, developer, writer or another authorized party	Clarifies responsibility without assuming access
Required access	Account, website, profile or technical permission	Identifies blockers before implementation
Dependency	Approval, correction or investigation that must happen first	Protects the correct sequence
Validation measure	Check used to confirm completion	Creates a reproducible record

Action-plan field	Information to record	Purpose
Status and date	Pending, blocked, completed or scheduled for recheck	Keeps the plan current

Action Plan Validation

An action should state what must change, where, which access is required and any prerequisite. “Improve local visibility” is not executable. Responsibility is not authorization. Identifying a developer or practitioner as the likely owner does not confirm that the person has access or permission to make the change. Completion does not prove a ranking, traffic or revenue outcome. Validation should first confirm that the approved change was implemented as specified. Keep unavailable accounts, incomplete data and unresolved policy questions visible. Mark the item as blocked, limited or scheduled for review. In the hypothetical telephone-link example, the action record would reference the finding, assign the correction to an authorized website editor and require a destination check before closure. Record completion separately from any later change in enquiries.

Audit Findings Template

Copy this record for each finding into your document or spreadsheet. Give related actions the same finding ID so evidence and completion stay connected.

Record field	Your entry
Finding ID and affected asset	
Evidence source and date	
Verified finding and limitation	
Severity and confidence	
Priority and reason	
Approved action and dependency	
Responsible owner and required access	
Validation method	
Status and review date	

Local SEO Audit Scope

Working through the audit yourself? Save the PDF checklist or editable template first. Request a structured review if you suspect that your website, Google Business Profile, citations or location-based visibility contain problems that cannot be confirmed through an automated report alone. When requesting a scope, include your website URL, main service, target location and the problem you have observed. The written proposal should confirm:

- Locations, services and markets included
- Assets included
- Required access and limitations
- Evidence and findings provided
- Whether implementation is included
- Terms, timing and applicable tax in writing

The review documents findings and next actions; it does not guarantee rankings or revenue. **Request a manual audit and implementation scope on WhatsApp** Do not send passwords, recovery codes, private customer records or unrestricted account credentials through WhatsApp. Secure access requirements should be agreed separately after the scope is confirmed.