Local SEO self-audit checklist

35 checks you can run yourself with free tools. Anything you can't check off is your to-do list, roughly in order of payoff. Each section matches a chapter of the free guide at schreiergroup.com/free-seo.

Business: _____ Date: _____

1 · GOOGLE BUSINESS PROFILE

- [ ] **Verified, and I own the login.**
  Helpers are managers, not owners. The login is under an email I control.
- [ ] **Business name is my real-world name.**
  No extra keywords or towns added.
- [ ] **Primary category matches my core service.**
  Compare with the category under the top three names on Maps.
- [ ] **Secondary categories are only things I really do.**
- [ ] **Every real service listed, with a plain description.**
  Prices or ranges where I can.
- [ ] **Description, hours and holiday hours are right.**
  Service-area business: address hidden, towns listed.
- [ ] **Real photos added this month.**
  Work, team, outside and inside. No stock.
- [ ] **Website button points to the matching page, with a tracking tag.**
  Example: ?utm_source=google&utm_medium=organic&utm_campaign=gbp
- [ ] **One real post in the last week or two.**

2 · REVIEWS

- [ ] **Every customer gets the same review ask, right after the job.**
  Use the "Ask for reviews" link from the profile.
- [ ] **New reviews arrived this month.**
  Steady beats a burst.
- [ ] **Every review has a reply.**
  Bad ones: once, calm, offer to fix it offline, no private details.
- [ ] **No incentives, no gating, no fake or staff reviews.**
  Google rules and the FTC's 2024 review rule.

3 · NAME, ADDRESS, PHONE AND LISTINGS

- [ ] **My one true name, address and phone record is written down.**
- [ ] **Bing Places and Apple Business Connect claimed and matching.**
- [ ] **Yelp, Facebook, BBB and Nextdoor match exactly.**
- [ ] **Chamber, trade and supplier directories match.**
- [ ] **Old phone numbers and old addresses searched and fixed.**
  Search each one in quotes.

4 · WEBSITE

- [ ] **PageSpeed Insights run on mobile; the big red items fixed.**
  pagespeed.web.dev. Speed is a tiebreaker for Google and a dealbreaker for callers.
- [ ] **On my phone: what, where and tap-to-call show without scrolling.**
- [ ] **One page per service, each with a plain heading: service + town.**
- [ ] **Every page has its own title (about 55 characters) and description.**
- [ ] **LocalBusiness schema passes the Rich Results Test.**
  search.google.com/test/rich-results
- [ ] **Search Console and Bing Webmaster Tools set up; sitemap submitted.**

5 · AI SEARCH

- [ ] **robots.txt doesn't block AI crawlers.**
  Open yoursite.com/robots.txt. Look for Disallow under OAI-SearchBot, GPTBot, ClaudeBot, PerplexityBot, Bingbot.
- [ ] **A 3 to 5 sentence answer block near the top of key pages.**
  What, where, price method, credentials, how to reach me.
- [ ] **Same facts everywhere.**
  Founding year, services, service area, phone.
- [ ] **Optional: llms.txt with real [name](link) links.**

6 · SECURITY AND TRUST

- [ ] **HTTPS only, http redirects, HSTS on.**
- [ ] **Security headers graded and improved.**
  Mozilla HTTP Observatory.
- [ ] **SPF, DKIM and DMARC pass.**
  mxtoolbox.com. Domains that never send mail: locked with -all and p=reject.
- [ ] **BuiltWith shows nothing old or leftover.**
  builtwith.com: old plugins, removed pixels, outdated libraries.
- [ ] **Real photos, license numbers, service area and prices on the site.**

7 · THE MAP

- [ ] **I searched my main service from several spots around my area.**
  Or ran a geo-grid map check. Noted where I'm top three and where I disappear.
- [ ] **I'll repeat it next month with the same spots and the same words.**

My score: _____ / 35 Check again on: _____

Free from Schreier Group, Johnstown, Colorado · Full guide: schreiergroup.com/free-seo · Want a free Map Check of your business? Book a time: https://cal.com/schreiergroup · (970) 591-4263. No ranking promises; nobody can honestly make one.