

Local SEO Audit Template

A complete local search audit workbook for business information consistency, business profiles, local keywords, location pages, citations, reviews, competitors, map visibility, local links, content, structured data, mobile conversion, and multi-location SEO.

1. Audit Overview

Business / brand	Website	Primary location	Additional locations	Audit date	Auditor	Primary category	Secondary categories	Service area	Primary conversion goal

2. Business Information Consistency

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Business name is consistent across primary assets					
Address format is consistent					
Primary phone number is consistent					
Website URL is consistent					
Opening hours are accurate					
Holiday / special hours process exists					
Business categories are consistent with services					
Business description is accurate					
Service areas are accurate					
Location information matches the website					

3. Google Business Profile Audit

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Profile is claimed and verified					
Primary category is the best available match					
Relevant secondary categories are used					
Business name follows platform guidelines					
Address or service-area setup is correct					
Phone number is accurate					
Website link is correct					
Appointment / booking link is correct where relevant					
Hours are accurate					
Special hours are maintained					
Business description is complete and accurate					

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Services are populated					
Products are populated where relevant					
Attributes are reviewed					
Photos are current and representative					
Logo and cover image are appropriate					
Questions and answers are monitored					
Posts / updates are used where relevant					
Review responses are active					
Duplicate profiles are identified					

4. Local Keyword Research

Keyword	Location modifier	Search intent	Service / product	Current position	Map pack presence	Organic position	Target URL	Business relevance	Priority	Notes

5. Local Landing Page Audit

Location / service area	Page URL	Unique content	Primary service coverage	Local proof	Address / NAP	Map / directions	Local testimonials	Internal links	Title / H1 alignment	Indexable	Priority	Recommended action

6. On-Page Local SEO Review

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Title tags reflect relevant local intent					
H1s clearly describe service and location where appropriate					
Location information is easy to find					
Service coverage is clear					
Content avoids unnecessary location keyword repetition					
Local proof is included					
Directions or access information is useful where relevant					
Contact information is prominent					
Internal links support location pages					
Duplicate or near-duplicate location pages are reviewed					

7. Citation Audit

Directory / platform	Listing URL	Business name	Address	Phone	Website	Category	Hours	Status	Duplicate found	Correction needed	Owner

8. Citation Opportunity Tracker

Directory / platform	Competitor listed	Topical relevance	Local relevance	Listing type	Submission requirement	Cost note	Priority	Owner	Status

9. Review Profile Audit

Platform	Profile URL	Review count	Average rating	Recent review activity	Response rate	Negative review themes	Positive review themes	Competitor benchmark	Priority action

10. Review Management Process

Process area	Current process	Gap	Recommended process	Owner	Frequency	Status
Review request timing						
Review request method						
Customer eligibility rules						
Staff responsibility						
Response SLA						
Negative review escalation						
Fake / policy-violating review handling						
Review theme reporting						
Testimonial reuse permissions						

11. Local Competitor Benchmark

Competitor	Location	Primary category	Map visibility	Organic visibility	Review count	Rating	Citation strength note	Location pages	Content strength	Backlink strength note	Primary advantage	Opportunity

12. Map Pack Visibility Tracker

Keyword	Search location / grid point	Our position	Competitor 1	Competitor 2	Competitor 3	Landing page	GBP category relevance	Review gap	Action	Priority

13. Local Link Opportunity Review

Opportunity source	Domain / organization	Opportunity type	Local relevance	Topical relevance	Competitor link observed	Target page	Contact / route	Priority	Status

14. Local Content Opportunity Plan

Topic / question	Location relevance	Service relevance	Search intent	Target audience	Recommended format	Target URL	Local source / expert input	Priority	Owner	Status

15. Structured Data Review

Page / template	Schema type	Business name	Address	Phone	Geo coordinates	Opening hours	Area served	SameAs references	Validation result	Issue	Recommended action

16. Mobile and Conversion Review

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Phone number is easy to tap on mobile					
Contact form works on mobile					
Directions are easy to access					
Booking flow works on mobile					
Primary CTA is visible					
Location details are readable					
Page speed is acceptable					
Forms request only necessary information					
Conversion tracking is configured					
Calls are tracked where appropriate					

17. Multi-Location SEO Review

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Each legitimate location has a dedicated page where appropriate					
Location pages contain genuinely useful unique information					
Location URLs follow a consistent structure					
Location pages are internally linked					
Location finder is crawlable					
Duplicate NAP data is reviewed					
Each profile links to the correct location page					
Closed / moved locations have a documented process					
Regional hierarchy is logical					
Location-level performance can be measured					

18. Local SEO Technical Checks

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Priority local pages are indexable					
Canonical tags are correct					
XML sitemap includes intended local pages					
Robots directives do not block important pages					
Redirects for moved locations are correct					
Closed location pages follow a defined strategy					
Duplicate URL versions are controlled					
HTTPS is consistent					
Mobile rendering is correct					
Local structured data validates					

19. Local SEO Issue Prioritization

Issue ID	Area	Issue	Affected location / URL	Business impact	Visibility impact	Effort	Priority	Recommended action	Owner	Target date	Status

20. 30-60-90 Day Local SEO Plan

Period	Primary objective	Priority actions	Locations affected	Owner	Dependency	Success measure	Status
First 30 days							
Days 31-60							
Days 61-90							

21. Final Audit Summary

Summary area	Findings and recommendations
Overall local SEO health	
Critical profile issues	
NAP consistency issues	
Local landing page gaps	
Citation issues	
Review management gaps	
Map visibility opportunities	
Local content opportunities	
Local link opportunities	
Technical risks	

Summary area	Findings and recommendations
Immediate priorities	