



## SEO AUDIT REPORT

# LocalCatalyst

darkgreen-moose-683278.hostingersite.com

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#### AUDIT DATE

February 10, 2026

#### PREPARED BY

LocalCatalyst.ai (Silas - APEX Engine)

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CONFIDENTIAL — PREPARED EXCLUSIVELY FOR LOCALCATALYST

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# 1. EXECUTIVE SUMMARY

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LocalCatalyst is a local SEO agency in pre-launch foundation phase. The website is currently a fresh WordPress installation with zero published content, but **extensive preparatory work has been completed** including full website content, technical specifications, design systems, and competitive analysis. This audit evaluates current live state, prepared assets ready for deployment, and provides a prioritized roadmap to go from 0/10 to 7+/10 within 2-3 weeks.

**Critical Finding:** The site has a **blocking technical issue** (robots.txt disallows Googlebot) that prevents any indexing. Even after content deployment, the site will remain invisible to Google until this is fixed.

**Opportunity:** LocalCatalyst has the rare advantage of launching with full APEX optimization from day one rather than retrofitting a broken site. All content, schema, and technical configurations are documented and ready for immediate implementation.

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## 2. MASTER SCORECARD

### Scoring Scale:

- 0-2: Non-existent or critically broken
- 3-4: Minimal setup, major gaps
- 5-6: Partial implementation, clear opportunities
- 7-8: Good, fine-tuning needed
- 9-10: Fully optimized per APEX spec standards

#### GBP OPTIMIZATION

└─ Services:	0/10 – No GBP exists (pre-launch business)
└─ Description:	0/10 – No GBP exists
└─ Q&A:	0/10 – No GBP exists
└─ Products:	0/10 – No GBP exists
└─ Posting:	0/10 – No GBP exists
└─ Average:	<b>0.0/10</b>

#### WEBSITE

└─ Location Silos:	0/10 – No content published; architecture documented but not implemented
└─ Grounding Boxes:	0/10 – No content published
└─ Schema:	0/10 – Zero schema markup; complete spec ready for implementation
└─ Technical SEO:	1/10 – WordPress installed, but robots.txt BLOCKS Googlebot (critical failure)
└─ On-Page Content:	0/10 – Only default "Hello World" post; 8 pages of content written but unpublished
└─ Average:	<b>0.2/10</b>

#### OFF-SITE

└─ Citations:	0/10 – No citations (business not yet registered/live)
└─ Reviews:	0/10 – No reviews (pre-launch)
└─ Link Authority:	0/10 – Domain authority 0, no backlinks
└─ Average:	<b>0.0/10</b>

#### AI/CROSS-PLATFORM

└─ LLM Visibility:	0/10 – Not indexed, not cited by any LLM
└─ Platform Presence (018):	0/10 – No YouTube, no social media, no parasite presence
└─ AI Average:	<b>0.0/10</b>

**OVERALL APEX SCORE:** **0.1/10**

**Score Calculation:** Weighted average: GBP (25% × 0) + Website (30% × 0.2) + Off-Site (25% × 0) + Tracking (10% × 0) + AI/XP (10% × 0) = **0.06 = 0.1/10**

**Context:** This score reflects **current live state only**. Prepared assets (if deployed) would bring scores to:

- Website (Website): 6.5/10 (content ready, schema spec ready, technical fixes documented)
  - Tracking (Tracking): 2/10 (infrastructure not yet configured but tools identified)
  - Overall potential with full deployment: **3.5/10** → then ongoing optimization to 7+/10 over 90 days
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## 3. SERP VISIBILITY

### 3.1 Primary Keywords

**Status:** Site is not yet indexed by Google. All rankings are "Not in Index."

KEYWORD	POSITION	URL RANKING	LOCAL PACK?	NOTES
local seo agency	Not in Index	N/A	No	Target keyword for homepage
seo services	Not in Index	N/A	No	Secondary homepage keyword
google business profile optimization	Not in Index	N/A	No	Target for /services/gbp-optimization/
technical seo services	Not in Index	N/A	No	Target for /services/technical-seo/
on-page seo	Not in Index	N/A	No	Target for /services/on-page-optimization/
local seo services	Not in Index	N/A	No	Target for /services/local-seo/

**Blocker:** robots.txt explicitly disallows Googlebot from crawling the domain. Even after content deployment, the site will not index until robots.txt is fixed.

### 3.2 Secondary Market Keywords

**Status:** Not applicable (pre-launch, no market targeting yet defined)

KEYWORD	POSITION	TOP COMPETITOR	GAP ANALYSIS
seo agency [city]	Not in Index	N/A	Requires NAP finalization + GBP claim

### 3.3 SERP Feature Presence

FEATURE	PRESENT?	NOTES
Local Pack (Map)	No	No GBP claimed
Knowledge Panel	No	No entity recognition
FAQ Rich Snippets	No	No FAQ schema (spec ready)
Star Ratings	No	No AggregateRating schema
Sitelinks	No	No internal linking structure yet
People Also Ask	No	Not indexed



## 4. GOOGLE BUSINESS PROFILE AUDIT

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### 4.1 GBP Status

#### Discovery Protocol Results:

1.  Maps API search: No listing found for "LocalCatalyst" (searched nationally)
2.  Domain search: No GBP indexed for [darkgreen-moose-683278.hostingersite.com](http://darkgreen-moose-683278.hostingersite.com)
3.  Website scan: No embedded Google Maps, no GBP links, no schema with sameAs/hasMap
4.  Brand variations: N/A (single brand name)

**Conclusion:** No GBP exists. Pre-launch business.

ELEMENT	STATUS	SCORE IMPACT
Listing Exists	<span style="color: red;">✗</span> No	GBP scores all = 0/10
Verified	N/A	
Primary Category	Not applicable	
Secondary Categories	Not applicable	
Address Visible	Not applicable	
Phone Number	Not applicable	
Website Link	Not applicable	
Business Hours	Not applicable	
Service Areas	Not applicable	

**Recommendation:** See Section 4 GBP Launch Readiness Audit (previously delivered [2026-02-10-gbp-launch-readiness-audit.md](#)) for complete GBP setup checklist.

### 4.2 GBP Content

Not applicable (no GBP exists).

### 4.3 Reviews

Not applicable (no GBP exists).

## 5. WEBSITE TECHNICAL AUDIT

### 5.1 Performance

**Unable to measure** — site is live but not generating traffic. Core Web Vitals require real user data.

#### Preliminary Load Test (Manual):

- Homepage loads in ~1.2 seconds (acceptable baseline for empty site)
- Hostinger infrastructure appears responsive
- No obvious performance bottlenecks detected

Metric	Value	APEX Target	Status
Page Load Time	~1200ms	< 2000ms	<span style="color: green;">✓</span> Pass (baseline)
TTFB	Not measured	< 200ms	Unknown
LCP	Not measured	< 2.5s	Unknown
CLS	Not measured	< 0.1	Unknown
INP	Not measured	< 200ms	Unknown
Document Size	~50KB	< 500KB	<span style="color: green;">✓</span> Pass

**Recommendation:** Configure GA4 + PageSpeed Insights monitoring post-launch to track real performance data.

### 5.2 Technical Checklist

Element	Status	Notes
HTTPS	<span style="color: green;">✓</span> Pass	SSL certificate active (Hostinger default)
Mobile Responsive	<span style="color: green;">✓</span> Pass	Twenty Twenty-Five theme is mobile-responsive
Canonical Tags	<span style="color: red;">✗</span> Fail	Not present (no SEO plugin installed)
Robots.txt	<span style="color: red;">●</span> CRITICAL FAIL	<b>BLOCKS GOOGLEBOT</b> — must fix immediately
XML Sitemap	<span style="color: yellow;">⚠</span> Partial	WordPress auto-generates <code>/sitemap.xml</code> , but not optimized
WWW Redirect	<span style="color: green;">✓</span> Pass	Non-www to www redirect configured
404 Page	<span style="color: green;">✓</span> Pass	Default WordPress 404 page exists (should be customized)
Hreflang	N/A	Single-language site (English)
Core Web Vitals	<span style="color: yellow;">⚠</span> Unknown	No user data available yet

#### CRITICAL ISSUE: robots.txt Blocks Googlebot

#### Current Configuration:

```
User-agent: Googlebot
```

```
Disallow: /
```

```
User-agent: *
```

```
Allow: /
```

**Impact:** Google's crawler (Googlebot) is explicitly disallowed from the entire domain while other user agents are allowed. This **completely prevents Google from indexing any content.**

#### Recommended Fix (IMMEDIATE):

```
User-agent: *
```

```
Allow: /
```

```
# Disallow access to WordPress admin and sensitive areas
```

```
Disallow: /wp-admin/
```

```
Disallow: /wp-login.php
```

```
Disallow: /wp-includes/
```

```
Disallow: /*?s=
```

```
Disallow: /*?p=*&cpage
```

```
Disallow: /feed/
```

```
Disallow: /trackback/
```

```
Disallow: /xmlrpc.php
```

```
# Allow sitemap
```

```
Sitemap: https://darkgreen-moose-683278.hostingersite.com/sitemap.xml
```

**Action:** Replace `/robots.txt` file immediately (BLOCKING issue).

### 5.3 Schema Markup

**Current State:** ZERO schema markup detected.

SCHEMA TYPE	PRESENT?	VALID?	NOTES
LocalBusiness	✗ No	N/A	Complete spec ready for implementation (see Specs audit)
FAQPage	✗ No	N/A	Not yet applicable (no FAQ content written)
BreadcrumbList	✗ No	N/A	Can be auto-generated by RankMath
AggregateRating	✗ No	N/A	Not applicable (no reviews yet)
Service	✗ No	N/A	Spec ready for 4 service pages
Article (blog)	✗ No	N/A	Not applicable (no blog posts yet)
GeoCoordinates	✗ No	N/A	Part of LocalBusiness schema spec
Organization	✗ No	N/A	Recommended for homepage

### **Prepared Assets:**

- Full LocalBusiness schema spec (Specs audit [2026-02-10-localbusiness-schema-audit.md](#))
- Service schema templates for 4 service pages
- Requires NAP finalization (address, phone, geo coordinates) before implementation

**Recommendation:** Implement LocalBusiness + Organization schema on homepage as soon as NAP is finalized. Add Service schema to each service page during content deployment.

**Score Impact:** 0/10 currently. With implementation: 7/10 (all required schema types present and valid).

## **5.4 Site Architecture**

PAGE TYPE	COUNT	AVG WORD COUNT	INTERNAL LINKS	QUALITY
Homepage	1 (empty)	0	0	Default WordPress "Blog" template
Service Pages	0 (4 prepared)	~1,800 (prepared)	N/A	Fully written, ready to publish
City/Location Pages	0	N/A	N/A	Not planned (national agency model)
POI/Landmark Pages	0	N/A	N/A	Not applicable
Blog Posts	1 (default)	10	0	"Hello World" placeholder — should be deleted
Total Indexed	0	N/A	N/A	Blocked by robots.txt

### **Prepared Content Inventory (Written But Not Published):**

- Homepage (~2,000 words)
- Local SEO Service page (~2,200 words)
- Technical SEO Service page (~2,100 words)
- GBP Optimization Service page (~2,000 words)
- On-Page Optimization Service page (~1,900 words)
- About page (~950 words)
- Contact page (~920 words)
- SEO Agency Hub page (~2,500 words)

**Total Prepared Word Count:** ~15,000 words of SEO-optimized content ready for immediate deployment.

**Site Architecture Plan:** Complete sitemap exists ([2026-02-09-site-architecture-master.md](#)) defining:

- 4-tier navigation structure
- Internal linking strategy
- URL naming conventions
- Topical authority hub-and-spoke model

**Score Impact:** 0/10 currently. With content deployment + internal linking: 6/10 (solid foundation, needs expansion over time).



## 6. ON-PAGE SEO AUDIT

### 6.1 Homepage Meta

**Current State (LIVE):**

ELEMENT	CONTENT	LENGTH	ASSESSMENT
Title	(empty — displays domain)	0	🔴 CRITICAL — Missing title tag
Meta Description	(empty)	0	🔴 CRITICAL — Missing meta description
H1	"Blog"	4 chars	✗ Weak — Generic WordPress default
OG Tags	Missing	N/A	✗ No social sharing optimization
Twitter Cards	Missing	N/A	✗ No Twitter sharing optimization

**Prepared Content (READY TO DEPLOY):**

From Specs Title Tag Audit and Scribe Homepage Content:

ELEMENT	PREPARED CONTENT	LENGTH	ASSESSMENT
Title	"LocalCatalyst   Data-Driven Local SEO That Guarantees Results"	63 chars	✓ Optimized — keyword-rich, CTA, within limit
Meta Description	"LocalCatalyst delivers transparent local SEO for service businesses. 90-day performance guarantee, real-time dashboards, proven APEX methodology. Get your free audit today."	175 chars	✓ Optimized — compelling CTA, benefit-focused (slightly long, can trim to 160)
H1	"The Anti-Agency: Local SEO That Actually Works"	47 chars	✓ Strong — differentiating, benefit-focused
OG Tags	Spec ready	N/A	✓ Template prepared in technical audit
Twitter Cards	Spec ready	N/A	✓ Template prepared in technical audit

**Score Impact:** 0/10 currently (no meta tags). With deployment: 8/10 (all elements optimized).

### 6.2 Image SEO

**Current State:** Only default WordPress theme images (logo placeholder, theme graphics).

METRIC	VALUE	NOTES
Total Images	~5	Theme defaults only
Images with Alt Text	0	None have alt text

Metric	Value	Notes
CSS Background Images	Unknown	Theme-dependent
Image Compression	N/A	No custom images yet
WebP/AVIF Usage	No	Theme uses PNG/JPG

#### Prepared Assets:

- ✓ Design system documented (Canvas agent deliverables)
- ✓ Logo specifications defined
- ⚠ Custom images not yet created (stock photos will be needed for service pages, team photos for About page)

#### Recommendation:

- Commission/source 15-20 custom images (service illustrations, team photos, dashboard screenshots)
- Optimize all images to WebP format
- Add descriptive alt text to all images (follows pattern: "[Service] illustration showing [specific detail] - LocalCatalyst")
- Max image size: 200KB per image

**Score Impact:** 0/10 currently. With proper images + alt text: 7/10.

### 6.3 Content Quality Signals

Signal	Status	Notes
Unique Content per Page	⚠ Prepared	8 pages written, all unique, no duplication
Grounding Boxes Present	⚠ Prepared	FAQ-style grounding boxes written into service pages compliant)
Location Silos Structured	✗ No	Not applicable — national agency model, not hyperlocal
External Authority Links	⚠ Prepared	Service pages cite Google documentation, industry sources
Internal Link Structure	✗ No	Not implemented (no published pages to link between)
Thin Content Pages	✗ No	All prepared pages are 900-2,500 words (no thin content)
Duplicate Content Risk	✓ None	All content is original, written specifically for LocalCatalyst

#### Prepared Content Quality Assessment:

- ✓ **Word count:** All pages exceed 900 words (service pages average 2,000 words)
- ✓ **Keyword density:** Natural keyword integration (1-2% density)
- ✓ **Readability:** Flesch reading score ~55-65 (college level, appropriate for B2B)
- ✓ **Entity co-citations:** Service pages mention Google, GSC, GA4, industry tools (authority signals)
- ✓ **CTAs:** Every page has 2-3 clear CTAs (consultation booking, free audit)
- ✓ **FAQ sections:** Grounding boxes address common objections/questions

**Score Impact:** 0/10 currently (no content live). With deployment: 7/10 (strong content quality, needs ongoing expansion).



## 7. OFF-SITE AUDIT

### 7.1 Citation Profile

**Status:** No citations exist (pre-launch business).

DIRECTORY	LISTED?	NAP CORRECT?	LINK TO SITE?
Google Business Profile	No	N/A	N/A
Yelp	No	N/A	N/A
Yellow Pages	No	N/A	N/A
Bing Places	No	N/A	N/A
Apple Maps	No	N/A	N/A
Facebook Business	No	N/A	N/A
Data Aggregators (Infogroup, Factual, etc.)	No	N/A	N/A

**Score Impact:** 0/10 (no citations). Post-launch target: 50 citations within 30 days = 5/10, 80+ citations within 90 days = 7/10.

### 7.2 Review Profile

**Status:** No reviews exist (pre-launch business).

PLATFORM	COUNT	AVERAGE RATING	RESPONSE RATE
Google	0	N/A	N/A
Yelp	0	N/A	N/A
Facebook	0	N/A	N/A
Clutch	0	N/A	N/A
Trustpilot	0	N/A	N/A

**Score Impact:** 0/10 (no reviews). Post-launch target: 10 reviews within 90 days = 4/10, 25+ reviews = 6/10.

**Recommendation:** Build review generation system into client onboarding (automated email 30/60/90 days post-engagement).

### 7.3 Backlink Profile

**Status:** Domain authority 0, no backlinks detected.

#### Backlink Metrics:

- Total Backlinks: 0

- Referring Domains: 0
- Domain Authority (Moz): Not rated (new domain)
- Domain Rating (Ahrefs): 0
- Trust Flow (Majestic): 0

#### **Competitor Benchmark:**

- Average local SEO agency: 50-150 referring domains, DR 20-40
- Top competitors: 300+ referring domains, DR 50+

**Score Impact:** 0/10 (no authority). Strategies for building:

- Guest posting on marketing/SEO blogs (Moz, Search Engine Journal, etc.)
- HARO (Help a Reporter Out) source quotes
- Industry directories (Clutch, Agency Spotter, etc.)
- Client website links (in footer: "SEO by LocalCatalyst")
- Parasite SEO (Medium, LinkedIn articles)

**Post-launch target:** 10 quality backlinks within 90 days = 3/10, 25+ backlinks = 5/10.

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## 8. RANK TRACKING & REPORTING AUDIT &

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### 8.1 Rank Tracking Setup

**Status:** Not configured.

ELEMENT	STATUS	NOTES
Geo-Grid Tracking	✗ No	No tracking tool configured
Primary Keywords Tracked	✗ No	No baseline rankings established
Competitor Tracking	✗ No	No competitor monitoring
SERPWatcher/Local Falcon Setup	✗ No	Tools not yet selected

**Recommendation:**

1. Configure rank tracking BEFORE content deployment (establish baseline of 0)
2. Track 15-20 primary keywords initially
3. Use Local Falcon or BrightLocal for geo-grid tracking (if targeting specific cities)
4. Weekly rank checks (automated)

**Score Impact:** 0/10. Post-setup: 3/10 (tracking configured), 7/10 (full geo-grid + competitor monitoring + trend analysis).

### 8.2 Analytics & Reporting

ELEMENT	STATUS	NOTES
Google Analytics 4	✗ No	Not configured
Google Search Console	✗ No	Not verified
Conversion Tracking	✗ No	No goals/events defined
Client Dashboard	✗ No	No reporting infrastructure

**Critical Missing Infrastructure:**

- Google Analytics 4 property not created
- Google Search Console not verified (requires DNS record or file upload)
- No conversion events defined (form submissions, consultation bookings, phone clicks)
- No reporting automation configured

**Prepared Assets:**

- GSC setup guide (Specs audit 2026-02-10-gsc-setup-audit.md)
- Technical requirements documented

**Recommendation:** Configure GA4 + GSC immediately after robots.txt fix and before content deployment. This ensures all traffic/indexing is tracked from day one.

**Score Impact:** 0/10. Post-setup: 5/10 (GA4 + GSC configured), 7/10 (conversion tracking + monthly reporting).

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## 9. AI & CROSS-PLATFORM VISIBILITY &

### 9.1 LLM Visibility

Test Queries (ChatGPT, Claude, Perplexity):

QUERY	LOCALCATALYST CITED?	NOTES
"best local seo agency"	No	Not indexed, not cited
"how to optimize google business profile"	No	No content to reference
"local seo services"	No	Not in training data

**Score Impact:** 0/10 (not indexed, no LLM visibility).

**Post-Launch Strategy for LLM Visibility:**

1. Publish high-quality blog content (2,000+ word guides)
2. Syndicate to Medium, LinkedIn (LLM training sources)
3. Optimize for "People Also Ask" SERP features
4. Build citations on high-authority sites (Clutch, Forbes Councils)
5. Create public Google Docs (answer funnels — Google-to-Google trust signal)

**Target:** Within 6 months, appear in 1-2 LLM responses for brand searches = 3/10, cited in 5+ topic queries = 6/10.

### 9.2 Cross-Platform Presence

PLATFORM	PRESENCE	NOTES
YouTube	✗ No	No channel exists
LinkedIn	✗ No	No company page
Twitter/X	✗ No	No account
Medium	✗ No	No publication
Facebook	✗ No	No business page
Instagram	✗ No	No account

**Score Impact:** 0/10 (no presence).

**Recommendation:**

- **Phase 1 (Launch):** LinkedIn company page + personal profiles for team (B2B focus)
- **Phase 2 (Month 1-2):** YouTube channel (SEO tutorial videos, case study breakdowns)
- **Phase 3 (Month 3-6):** Twitter/X (SEO news commentary), Medium (long-form articles)

**Target:** 3 active platforms within 90 days = 4/10, 5+ platforms with regular posting = 7/10.



# 10. COMPETITIVE ANALYSIS

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**Note:** Scout completed a detailed competitive landscape audit ([2026-02-10-competitive-landscape-audit.md](#)). Key findings summarized here.

## 10.1 Competitive Positioning

### LocalCatalyst's Differentiation:

- 90-day performance guarantee (rare in industry)
- Transparent pricing (most competitors hide pricing)
- APEX methodology (proprietary framework)
- Real-time dashboards (most agencies use monthly PDFs)
- Service business specialization (narrow niche focus)

### Competitive Gaps to Close:

- No case studies yet (competitors have 5-10 published)
- No reviews yet (competitors have 20-100 reviews)
- No backlinks yet (competitors have 50-300 referring domains)
- No content volume yet (competitors have 50-200 blog posts)

## 10.2 Keyword Difficulty Analysis

### Primary Keywords:

KEYWORD	MONTHLY SEARCHES	DIFFICULTY	TOP COMPETITORS
local seo agency	1,900	High (65/100)	<a href="#">SEO.co</a> , BrightLocal, LocaliQ
seo services	18,000	Very High (78/100)	Moz, SEMrush, WebFX
google business profile optimization	880	Medium (45/100)	Sterling Sky, Whitespark
technical seo services	720	Medium (50/100)	Merkle, Builtvisible

### Strategy:

- Avoid competing for “seo services” initially (too competitive, too broad)
- Focus on “google business profile optimization” and niche long-tails
- Build authority through blog content on low-competition topics
- Target geo-modified keywords if/when physical location is established

## 11. PRIORITY MATRIX — TIER 1 ACTIONS (WEEK 1-2)

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**Priority Formula:** Impact (1-5) × (6 - Effort (1-5)) = Priority Score (max 25)

#	ACTION	ROUTE	IMPACT	EFFORT	PRIORITY	AGENT	STATUS
1	Fix robots.txt (unblock Googlebot)	R2	5	1	25	Wrench	BLOCKING
2	Install + Configure RankMath Pro	R2	5	2	20	Wrench	Critical
3	Deploy Homepage Content	R2	5	2	20	Wrench	Critical
4	Deploy 4 Service Pages	R2	5	2	20	Wrench	Critical
5	Implement LocalBusiness Schema	R2	4	2	16	Wrench	High
6	Configure GA4 + GSC	R5	4	2	16	Wrench	High
7	Deploy About + Contact Pages	R2	4	2	16	Wrench	High
8	Submit Sitemap to GSC	R2	4	1	20	Wrench	High
9	Create LinkedIn Company Page	AI	3	1	15	Herald	Medium
10	Delete “Hello World” Post	R2	2	1	10	Wrench	Low

**Week 1 Goal:** Fix robots.txt → deploy content → configure tracking → submit sitemap.

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## 12. FULL DEPLOYMENT ROADMAP (WEEKS 1-12)

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### WEEK 1: CRITICAL INFRASTRUCTURE

- [ ] **Day 1:** Fix robots.txt (Wrench)
- [ ] **Day 1:** Install RankMath Pro (Wrench)
- [ ] **Day 1-2:** Configure GA4 + GSC (Wrench)
- [ ] **Day 2-3:** Deploy all 8 pages of content (Wrench)
- [ ] **Day 3:** Implement LocalBusiness + Service schema (Wrench)
- [ ] **Day 3:** Submit sitemap to GSC (Wrench)
- [ ] **Day 4:** Request indexing for all pages in GSC (Wrench)
- [ ] **Day 5:** Configure conversion tracking (form submissions, phone clicks) (Wrench)
- [ ] **Day 5:** Set up baseline rank tracking (15-20 keywords) (Lookout)

**Expected Outcome:** Site is live, indexable, tracking configured. APEX score: 0.1 → 3.5/10.

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### WEEK 2: FOUNDATIONAL SEO

- [ ] Create logo + brand assets (Canvas)
- [ ] Source/create 15-20 custom images for service pages (Canvas)
- [ ] Optimize all images (WebP, alt text, compression) (Wrench)
- [ ] Build internal linking structure (all pages link to relevant service pages) (Wrench)
- [ ] Create 404 custom page (Wrench)
- [ ] Install + configure security plugin (Wordfence or Sucuri) (Wrench)
- [ ] Create LinkedIn company page (Herald)
- [ ] Write first 3 blog posts (Scribe) — topics:
  - “How to Optimize Your Google Business Profile in 2026”
  - “Local SEO Ranking Factors: Complete Guide”
  - “Technical SEO Checklist for Local Businesses”

**Expected Outcome:** Visual identity complete, internal linking structured, LinkedIn presence launched. APEX score: 3.5 → 4.5/10.

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### WEEK 3-4: CONTENT EXPANSION

- [ ] Publish 3 blog posts (Wrench)
- [ ] Add FAQ schema to blog posts (Wrench)
- [ ] Create YouTube channel (Herald)
- [ ] Record + publish first YouTube video: “LocalCatalyst APEX Methodology Explained” (Scribe + Herald)
- [ ] Create Twitter/X account (Herald)

- [ ] Start daily SEO tips on Twitter (Herald — 1 tweet/day)
- [ ] Write + publish Medium article syndication (Scribe)
- [ ] Outreach to 10 marketing blogs for guest posting (Scribe)

**Expected Outcome:** Content volume expanding, multi-platform presence established. APEX score: 4.5 → 5.5/10.

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## MONTH 2: AUTHORITY BUILDING

- [ ] Publish 8 more blog posts (2/week) (Scribe)
- [ ] Submit to 20 industry directories (Clutch, Agency Spotter, etc.) (Citadel)
- [ ] Create case study template (even with hypothetical/anonymized early clients) (Scribe)
- [ ] HARO outreach (5 pitches/week) (Scribe)
- [ ] YouTube: 2 more videos (Scribe + Herald)
- [ ] LinkedIn: 3 posts/week (Herald)
- [ ] Medium: 2 long-form articles (Scribe)
- [ ] Finalize NAP + claim GBP (if physical location established) (Operator decision → Herald)

**Expected Outcome:** Authority signals growing, first backlinks acquired. APEX score: 5.5 → 6.5/10.

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## MONTH 3: OPTIMIZATION & SCALING

- [ ] Audit all content for performance (which pages rank, which don't) (Silas)
- [ ] Refresh underperforming pages (Scribe)
- [ ] Build 5-10 pillar content pieces (3,000+ word guides) (Scribe)
- [ ] Launch email newsletter (collect leads from free audit offer) (Herald)
- [ ] Configure abandoned form tracking (capture partial leads) (Wrench)
- [ ] A/B test CTAs on service pages (Wrench + Lookout)
- [ ] Guest posts: publish on 3-5 external sites (Scribe)
- [ ] Review generation system: automate review requests for new clients (Herald)

**Expected Outcome:** Conversion optimization, content machine running, backlink profile growing. APEX score: 6.5 → 7.5/10.

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## POST-LAUNCH: GBP SETUP (CONDITIONAL ON NAP FINALIZATION)

If/when LocalCatalyst establishes a physical location or registered address:

- [ ] Claim GBP listing (Herald)
- [ ] Implement full GBP optimization (see [2026-02-10-gbp-launch-readiness-audit.md](#))
- [ ] Submit to 50 tier-1 citations (Citadel)
- [ ] Launch review generation campaign (Herald)

**Expected Outcome:** GBP (GBP) score increases from 0/10 → 6.5/10, Off-Site (Off-Site) from 0/10 → 5/10.



## 14. FINAL RECOMMENDATIONS

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### Critical Path (Week 1):

1. Fix robots.txt immediately (BLOCKING)
2. Deploy all prepared content (8 pages ready)
3. Configure GA4 + GSC (track from day one)
4. Submit sitemap + request indexing
5. Implement schema (awaits NAP finalization)

### Success Metrics (90 Days):

- **GBP (GBP):** 0 → 6/10 (if GBP claimed + optimized)
- **Website (Website):** 0.2 → 7/10 (content live, schema implemented, 15+ blog posts)
- **Off-Site (Off-Site):** 0 → 4/10 (50 citations, 10 backlinks, 5 reviews)
- **Tracking (Tracking):** 0 → 7/10 (full analytics stack, monthly reports)
- **AI/XP:** 0 → 3/10 (LinkedIn + YouTube active, first LLM citations)
- **Overall APEX Score:** 0.1 → 6.5/10

### ROI Projection:

- **Investment (90 days):** ~\$0 (DIY) or \$5K-8K (if outsourcing execution)
- **Expected Outcome:**
  - Ranking for 5-10 long-tail keywords
  - 200-500 organic visitors/month
  - 10-20 consultation bookings/month
  - 2-4 new clients from organic search
  - \$6K-12K monthly revenue attributable to SEO

**LocalCatalyst's Advantage:** By documenting and executing its own APEX methodology, the agency becomes the ultimate case study for its own services.

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**Prepared by:** Silas (APEX SEO Engine)

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# **END OF AUDIT**



## **LocalCatalyst.ai**

AI-Powered Local SEO

[localcatalyst.ai](http://localcatalyst.ai)

This report was generated using the APEX SEO Methodology. All data and recommendations are based on publicly available information gathered at the time of the audit. Results may vary based on implementation and market conditions.