			Action / Notes

The following audit factors range from useful to critical. The checklist ensures that everything is examined. Findings are marked as follows:

Critical finding. Corrective action strongly recommended.	**Priority OFI**	0	
Opportunity for improvement.	**OFI**	0	
No issues found / Complete	**OK**	0	
Not applicable	N/A		

On-Page UX/CTA Factors	Issue Status	SEO Importance	
Is the website appealing? Modern? (i.e. does not look out-of-date)	N/A	High	
Is the website intuitive? Usable?	N/A	High	
Is the copy readable? Not keyword stuffed. Clear.	N/A	High	
Pages are easy to read? No typos/spelling errors? Sufficiently long?	N/A	High	
Does the site answer user intent? (E.g. want to buy vs. want information)	N/A	Medium	
Leverages reviews on website?	N/A	Medium	
Strong call to action on homepage?	N/A	High	
Strong call to action on top locations pages? (if they exist)	N/A	High	
Strong call to action on top landing pages?	N/A	High	
Can I find contact information?	N/A	High	
Phone number highly visible / high contrast and clickable?	N/A	Medium	
Are there disruptive pop-ups?	N/A	Low	
Clear favicon?	N/A	Medium	
Uses bold and/or large text for emphasis? (i.e. better UX)	N/A	Low	
On-Page Factors	Issue Status	SEO Importance	
"Localized" content? (i.e. Contains <relevant keyword> + <target city>,<state>)	N/A	High	
Are top products/services linked from the body of the home page?	N/A	High	
Are locations pages (i.e. physical locations) linked from body of home page?	N/A	High	
Are service area pages (i.e. city pages) linked from the body of the home page?	N/A	Medium	
Footer	Issue Status	SEO Importance	
Contains NAP? (NAP = Name, Address, Phone)	N/A	High	
Contains hours?	N/A	Medium	
Includes clickable email link?	N/A	Low	
Includes clickable phone number?	N/A	Medium	
Contains important site links? (i.e. Useful bottom nav?)	N/A	Medium	
Content	Issue Status	SEO Importance	
Pages are easy to read? No typos?	N/A	High	
Pages contain more than ~300 words? No stubs!	N/A	High	
A page for every service?	N/A	High	
A page for each brand carried?	N/A	Low	
Strong use of internal page linking? Short, descriptive anchor text?	N/A	High	
Links are styled to be clearly identifiable as links?	N/A	Medium	
Is the content relevant for each page?	N/A	High	
Is the Blog recently update and does it display a date?	N/A	High	

			Action / Notes
The following audit factors range from useful to critical. The checklist ensures that everything is examined. Findings are marked as follows:			
Critical finding. Corrective action strongly recommended.	**Priority OFI**	0	
Opportunity for improvement.	**OFI**	0	
No issues found / Complete	**OK**	0	
Not applicable	N/A		
On-Page UX/CTA Factors	**Issue Status**	**SEO Importance**	
Content not hidden behind tabs or clicks?	N/A	Medium	
Good use of reviews and/or testimonials? First-party reviews?	N/A	Medium	
Do they demonstrate EEAT?	N/A	Medium	
Optimized for near me searches?	N/A	High	
Mobile link parity? [1]	N/A	High	
Topics are clustered?	N/A	High	
Other Factors	**Issue Status**	**SEO Importance**	
Keyword & city, state alignment of URLs, <title>, <h1>?	N/A	High	
NAP on every page of site? (For 3 or fewer locations)	N/A	High	
NAP is correct? (i.e. Works on Maps? Matches GBP?)	N/A	High	
<city>,<state> + <relevant keyword> in <img alt>?	N/A	Medium	
Breadcrumbs	**Issue Status**	**SEO Importance**	
Site uses breadcrumbs?	N/A	Low	
Breadcrumbs contain keywords?	N/A	Low	
Breadcrumbs match URL structure?	N/A	Low	
Location Pages	**Issue Status**	**SEO Importance**	
All Location Pages linked to from a high-level navigation menu?	N/A	High	
Location pages have unique, USEFUL, geo-specific content?	N/A	High	
Location pages contain details about events at that location?	N/A	Low	
Display location-specific reviews?	N/A	Medium	
Location pages contain localBusiness schema (or even more granular)?	N/A	High	
Also has locator page and/or locations served page?	N/A	High	
Social	**Issue Status**	**SEO Importance**	
Has social links (including to GBP listing)?	N/A	Low	
Has social sharing on blog?	N/A	Low	
Schema	**Issue Status**	**SEO Importance**	
Unique schema on each page?	N/A	High	
Passes validation (i.e. is correct) Schema Markup Validator?	N/A	High	
Passes Google's Rich Results Test (if applicable)?	N/A	High	
Schema is thorough?	N/A	Medium	
Avoids spammy schema? (Only markup content that's visible on the page.)	N/A	High	
Uses hasMap to link to GBP listing? at least on the home page	N/A	Medium	
Uses localBusiness schema, or something even more granular, if feasible?	N/A	High	
Uses HowTo, FAQ and/or breadcrumb schema where possible?	N/A	Low	

[1] https://ipullrank.com/tools/parito/