



Finding		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	
URLs	Issue Status	SEO Importance
Human-readable? Simple? Informative?	N/A	High
Localized?	N/A	Medium
Keyword-rich?	N/A	High
Do the urls include categories or services found on their GBP page?	N/A	Medium
Free of stop words? (i.e. small "connective" words such as "and", "or", etc.)	N/A	Medium
No nonsense URLs?	N/A	High
Top Navigation	Issue Status	SEO Importance
Logical?	N/A	High
Uses readable text? (No images)	N/A	Medium
Shallow click depth for important pages?	N/A	Medium
Are the primary products/services linked from the top navigation?	N/A	High
Are Location Pages (i.e. physical locations) linked from the top navigation?	N/A	High
Are City Pages (i.e. service area pages) linked from the top navigation?	N/A	Medium
Navigation labels aligned with page <title>?	N/A	High
Navigation labels aligned with page <h1>?	N/A	High
Navigation labels aligned with URLs?	N/A	High
Do the top navigation items contain keywords?	N/A	High
Page Titles - technical	Issue Status	SEO Importance
Localized? (i.e. <city>, <state>, or neighbourhoods in every <title>)	N/A	High
Contains GBP primary category on homepage?	N/A	High
Contains other GBP categories on other pages?	N/A	Medium
Keyword-rich? (Without keyword stuffing)	N/A	High
Good length? (Aiming for 50 - 60 characters may be outdated.)	N/A	Medium
Page Titles - human factors (NPR: Noticeable, Promising, Relevant)	Issue Status	SEO Importance
Noticeable?	N/A	Medium
Is each one different?	N/A	High
Is the page title relevant for the page's purpose?	N/A	High
Primary Keyword near beginning of title?	N/A	Medium
Do they mention the business name or branding in each Page Title?	N/A	Low
<h1>	Issue Status	SEO Importance
Localized? (i.e. includes city, state?)	N/A	Medium
Keyword-rich?	N/A	High
Does the <h1> match the page's purpose? Primary Keyword for the page?	N/A	High
<h2>	Issue Status	SEO Importance
Localized? (i.e. includes city, state?)	N/A	Low
Keyword-rich?	N/A	Medium



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Not applicable	N/A			
Are the <h2>'s used to lay out content sections of the page	N/A	Medium		
<meta description>	Issue Status	SEO Importance		
Does the Meta Description describe the page's purpose? Includes primary keyword?	N/A	High		
< 160 characters? Does every page have a meta description?	N/A	High		
Contains phone number CTA (at least on homepage)?	N/A	Low		
<body>	Issue Status	SEO Importance		
Localized? (i.e. includes city, state?)	N/A	High		
Keyword-rich?	N/A	High		
GBP primary category appears in copy on the page linked from the GBP(s).	N/A	High		
Other GBP categories appear in copy of website?	N/A	Medium		