

			
	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		
	Issue Status	SEO Importance	
Has a contact page?	N/A	High	
Business name appears in the copy?	N/A	High	
Address appears in the copy?	N/A	High	
Phone number appears in the copy?	N/A	High	
Phone number is clickable?	N/A	Medium	
Has a welcome message?	N/A	Medium	
Has an email form?	N/A	High	
Has a bare (clickable) email address?	N/A	Medium	
Lists hours of operation?	N/A	High	
Embedded Google map?	N/A	Medium	