



| 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 single Service Page for each primary service? | N/A | High |
| Service Pages are written for the audience, not the business owner? | N/A | Medium |
| Avoids heavy use of industry jargon? | N/A | Medium |
| Service Pages are sufficiently detailed? | N/A | Medium |
| Long Service Pages start with a summary? | N/A | High |
| Pages are well structured with <h2> subsections? | N/A | High |
| Keyword rich (without stuffing) including synonyms and other related terms? | N/A | High |
| Describes location/service area for that service? | N/A | High |
| Strong and clear Call To Action (CTA)? | N/A | High |
| Includes "Our Process" type content? | N/A | Medium |
| Includes an FAQ? | N/A | Low |
| Includes FAQ schema? | N/A | Low |
| Leverages reviews/testimonials? (Specific to that service?) | N/A | Low |
| Media-rich? (video, before/after photos) | N/A | Low |
| Includes or links to bios of people at the business providing that service? | N/A | Low |
| Links to case studies? | N/A | Low |
| Links to other Service Pages and/or spin-off pages? | N/A | Medium |