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	
Site uses location pages? (For single location business, this tab is not needed)	N/A	Medium	
Location pages are unique?	N/A	High	
Mobile-first (or at least, mobile-friendly) design?	N/A	High	
Are location pages getting traffic?	N/A	Medium	
Contact Info - Module 1	**Issue Status**	**SEO Importance**	
NAP: Business (N)ame appears in the copy?	N/A	High	
NAP: (A)ddress appears in the copy?	N/A	High	
NAP: (P)hone number appears in the copy?	N/A	High	
Phone number is clickable?	N/A	Medium	
Phone number is in a fixed position and always available?	N/A	Medium	
Has an email form?	N/A	Medium	
Has a bare (clickable) email address?	N/A	Low	
Content (Moving content around can change things. Worth testing!)	**Issue Status**	**SEO Importance**	
Primary headline includes type of business and location?	N/A	High	
Address and hours appear above the fold?	N/A	Medium	
Includes jump links?	N/A	Low	
Includes content about the brand?	N/A	Medium	
Answer questions about WHAT you do?	N/A	High	
Answer questions about WHERE you do it?	N/A	High	
Has a location description?	N/A	High	
Mentions "entities" that Google will recognize for geographic relevance?	N/A	Medium	
Location has Unique Selling Proposition (USP)?	N/A	Medium	
If a location provides a subset of services and/or has a specialty, list (and link to) the relevant Service Pages for that location.	N/A	Medium	
Lists products/brands?	N/A	Low	
Includes location events?	N/A	Low	
Includes location news?	N/A	Low	
Page includes call to action?	N/A	High	
Describes specialties at that location?	N/A	Medium	
Includes pricing or at least price ranges?	N/A	Low	
Mentions guarantee?	N/A	Low	
Includes location-specific promotion/offer?	N/A	Low	
Reviews/Case Studies	**Issue Status**	**SEO Importance**	
Includes location-specific reviews and/or testimonials/1st party reviews?	N/A	Medium	
Links to location-specific case studies?	N/A	Low	

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**	
Photos	**Issue Status**	**SEO Importance**	
Includes location-specific images?	N/A	Medium	
Has exterior photos? (Incl. signage? Neighbouring businesses?)	N/A	Medium	
Has interior photos?	N/A	Low	
Has location staff photos?	N/A	Low	
Photos are optimized? (filename, alt text, compression)	N/A	Medium	
Leverages location video?	N/A	Low	
Maps	**Issue Status**	**SEO Importance**	
Embedded Google map?	N/A	Medium	
Links	**Issue Status**	**SEO Importance**	
Links to location-specific services?	N/A	High	
Links to location-specific practitioner bio pages?	N/A	Low	
Links to company About page?	N/A	High	
Links to any nearby locations?	N/A	Medium	
Other useful internal links?	N/A	High	
Links to location-specific social media profiles?	N/A	Low	
Contains useful outbound links to location-specific resources?	N/A	Low	
HTML, URLS & Site Structure	**Issue Status**	**SEO Importance**	
Location pages appear in the navigation?	N/A	High	
Simple URL structure? Not too spammy?	N/A	High	
<title> contains 1.) brand, 2,) geo-keyword, 3.) keyword?	N/A	High	
<h1> contains 1.) brand, 2,) geo-keyword, 3.) keyword?	N/A	High	
Alignment with <title>, <h1>, <h2>, URL, navigation entry?	N/A	High	
<meta description>	**Issue Status**	**SEO Importance**	
Includes USP / value proposition?	N/A	High	
Includes keyword? + city?	N/A	High	
Includes Call To Action?	N/A	High	
Schema	**Issue Status**	**SEO Importance**	
Has localBusiness (or more specific) schema? Includes NAP?	N/A	High	
Has review schema?	N/A	Low	
Has FAQ schema?	N/A	Low	