15-Point Local SEO Quick Check

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How visible is your business on Google Maps and local search? Tick each box you can say "yes" to. Takes about 10 minutes.

A. Google Business Profile

- [ ] **1. Claimed and verified**
  You own and control your profile.
- [ ] **2. Primary category is specific**
  For example "Emergency Dentist", not just "Dentist", if that is your focus.
- [ ] **3. Hours are accurate**
  Includes holiday hours and special hours.
- [ ] **4. Real photos added recently**
  Your own photos of the team, location and work, not stock images.
- [ ] **5. Services and description filled in**
  Main services and the areas you serve.

B. Citations and consistency

- [ ] **6. NAP is identical everywhere**
  Name, address and phone match across your website, Google, Facebook and directories.
- [ ] **7. Listed on the core platforms**
  Apple Business Connect, Bing Places, Yelp and Facebook at minimum.
- [ ] **8. No duplicate listings**
  Search your business name and phone number to check.

C. Website

- [ ] **9. City or service area in title and H1**
  In your homepage title and main heading.
- [ ] **10. Each core service has its own page**
  Not everything crammed onto one page.
- [ ] **11. Contact details are easy to find**
  Click-to-call phone number, address in footer, embedded map.
- [ ] **12. LocalBusiness schema markup**
  Check with Google's Rich Results Test.

D. Reviews

- [ ] **13. Rating close to top 3 competitors**
  Your rating and review count are comparable.
- [ ] **14. You reply to reviews**
  Every review from the last 90 days has a response.

E. Technical basics

- [ ] **15. Site works well on mobile**
  Loads quickly and is easy to use on a phone (check with PageSpeed Insights).

Your score: _____ / 15

🔴 **0-6 Urgent**	Visibility is probably limited. Start with items 1-8.
🟡 **7-11 Gaps**	You may be losing customers to competitors. Fix the unchecked items first.
🟢 **12-15 Strong**	Basics covered. Focus on reviews and content.

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Want to go deeper?
Daslumo Local SEO Audit Toolkit turns this check into a full audit with automatic scoring and an action plan.
daslumo.com/local-seo-audit-template