15-Point Local SEO Quick Check

daslumo

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.

Want to go deeper?

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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