

# LOCAL VISIBILITY AUDIT CHECKLIST

15 checkpoints to optimize your business for local search dominance.

## 1. GOOGLE BUSINESS PROFILE (GBP)



### Claimed & Verified Profile

Ensure ownership is verified by Google to manage your presence and show up in Map Pack.



### NAP Data Consistency

Name, Address, and Phone number must be identical across your site and Google profile.



### Optimized Category Selection

Set a specific primary category (e.g., "Plumbing Service") and relevant sub-categories.



### High-Resolution Visual Content

Upload 5-10 fresh photos of your team and work every 90 days to maintain active status.

## 2. WEBSITE PERFORMANCE



### Mobile-First Optimization

Your site must be fully responsive, readable, and easy to navigate on all smartphone devices.



### Core Web Vitals & Speed

Pages must load in under 2.5s (LCP) to prevent users from bouncing to competitors.



### Security Encryption (HTTPS)

A valid SSL certificate is mandatory. Browsers will mark non-HTTPS sites as "Not Secure."



### Direct Click-to-Call Access

Ensure your phone number is a clickable link visible in the header for mobile users.

### 3. SOCIAL MEDIA PRESENCE



#### Unified Brand Identity

Headers and profile photos should be consistent across Facebook, IG, and LinkedIn.



#### Regular Content Updates

Post active updates at least twice a week to show customers your business is operational.



#### Direct Bio Links

All social platforms must link directly to your website's conversion or booking page.

### 4. LOCAL AUTHORITY & SEO



#### Local Keyword Optimization

Include your [City] + [Service] in your homepage Title Tags and H1 headings.



#### Interactive Map Integration

Embed a Google Map on your Contact page to help Google associate you with your location.



#### Directory Accuracy (Citations)

Check Yelp, Bing, and Apple Maps to ensure your business info is perfectly synced.



#### Reputation Management Strategy

Respond to all reviews (both positive and negative) within 48 hours to build trust.

#### Audit Results Overview

**13-15 Points:** Local Market Leader. You are dominating your search area.

**9-12 Points:** Strong Foundation. Technical tweaks can push you to the top spot.

**0-8 Points:** Low Visibility. You are currently losing customers to local competitors.