Seamless

Local SEO Quick Audit

Date: _____

- [ ] Add location keywords to titles and H1s
- [ ] Create dedicated location service pages
- [ ] Add embedded Google Maps on location pages
- [ ] Ensure consistent NAP across all directories
- [ ] Build local backlinks
- [ ] Add FAQs to service pages
- [ ] Include local images where possible
- [ ] Ask customers for location-rich reviews
- [ ] Optimise your Google Business Profile
- [ ] Check local competitor SERPs regularly