



FREE CHECKLIST · LOCAL SEO

Local SEO Audit Checklist

A practical audit for home service contractors - Google Business Profile, citations, reviews, city pages, and technical basics. Work through each section before you scale ad spend.

Estimated time: 45-60 minutes

Pro tip: Fix NAP inconsistencies and GBP category errors before building new city pages. Citation cleanup often beats new content for Map Pack movement.



Your strategy team

Senior home service marketers
Roofing · Plumbing · HVAC & more

UNITED STATES · 2026 EDITION

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Free marketing audit available



How to use this guide: Check each item against your live profiles and website. Flag gaps in red, schedule fixes by tier, then re-audit in 90 days.

FIX FIRST Google Business Profile (GBP)

- ☐ Primary category matches core service (e.g. Plumber, Roofing contractor)
- ☐ Business name matches legal name - no keyword stuffing
- ☐ Phone number is local tracking or main line (consistent sitewide)
- ☐ Hours accurate including seasonal or emergency hours
- ☐ 10+ recent photos (team, trucks, completed jobs)
- ☐ Secondary categories added for each major service line
- ☐ Address / service-area settings match how you actually operate
- ☐ Website URL points to homepage or best landing page
- ☐ Services section populated with descriptions
- ☐ Weekly Google posts scheduled (offer, update, or project)

FIX FIRST NAP & Citations

- ☐ Canonical business name, address, phone format documented
- ☐ Top 10 citations audited (Google, Apple, Bing, Yelp, BBB, Facebook)
- ☐ Duplicate listings identified and merge requested
- ☐ Google Business Profile NAP matches website footer
- ☐ Industry directories claimed (Angi, HomeAdvisor, Houzz if relevant)
- ☐ Suite / unit formatting consistent everywhere

THIS MONTH Reviews & Reputation

- ☐ Review request process after every completed job
- ☐ Owner responses within 48 hours on all reviews
- ☐ Reviews mention city + service keywords naturally
- ☐ Average rating 4.5+ with 50+ reviews (or plan to get there)
- ☐ Negative reviews addressed professionally with resolution

**THIS MONTH****On-Page & City Pages**

- ☐ Dedicated page per primary service (repair, install, emergency, etc.)
- ☐ Unique H1 with service + location on money pages
- ☐ LocalBusiness + Service schema on key pages
- ☐ City or service-area pages for each market you target
- ☐ Click-to-call and form above the fold on mobile
- ☐ Internal links from blog/resources to money pages

ONGOING**Technical & Tracking**

- ☐ Google Search Console verified and monitored
- ☐ Core Web Vitals passing on mobile (PageSpeed Insights)
- ☐ XML sitemap submitted and indexed pages growing
- ☐ GA4 + call tracking (CallRail or similar) installed
- ☐ HTTPS sitewide, no mixed content



Do & Don't

Do	Don't
Use one NAP format everywhere	Let old addresses live on directories
Build city pages with unique copy	Copy-paste the same paragraph per city
Respond to every Google review	Ignore or argue with negative reviews
Track calls from GBP and ads separately	Guess which channel drove the job

Quick Answers

How often should I run this audit?

Quarterly for active markets. Monthly if you're in a competitive metro or running ads.

What's the fastest Map Pack win?

Usually GBP completeness + review velocity + primary category fix.

Do I need city pages if I use service areas?

Yes - service-area businesses still rank better with service + city landing pages.

When should I hire an agency?

When fixes pile up, CPL rises, or you lack time to execute a 90-day plan.

Want a second set of eyes?

Book a free marketing audit. We'll review your trade, cities, Map Pack position, ad waste, and where qualified leads are going in your market.

Book Free Consultation

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