

FREE TOOL

Free Website *Audit Checklist*

47 checkpoints across 6 categories — find every gap keeping customers from finding your business online.

SEO Foundations

Local SEO

Google Business Profile

Performance

HOW TO USE THIS CHECKLIST

1. Work through each section systematically — don't skip.
2. Check the box if the item is 100% complete. Partial = not done.
3. Note every unchecked item. Each one is a ranking or revenue leak.
4. Score yourself at the end and use the guide to prioritize fixes.

Work through all 47 checkpoints. A box checked means the item is fully done — not half done.

MY SCORE: _____ / 47

01 — SEO Foundations

- ☐ Title tag is unique, keyword-rich, and under 60 characters
- ☐ Meta description is compelling, under 155 characters, and includes a CTA
- ☐ H1 tag exists, includes primary keyword, and appears only once
- ☐ Heading hierarchy (H2–H4) is logical and uses secondary keywords
- ☐ URL structure is clean, lowercase, and uses hyphens (not underscores)
- ☐ Canonical tag is set to avoid duplicate content issues
- ☐ XML sitemap exists and is submitted to Google Search Console
- ☐ robots.txt is present and correctly configured

02 — Local SEO

- ☐ NAP (Name, Address, Phone) is consistent across every page
- ☐ City and service area keywords appear naturally in the homepage copy
- ☐ LocalBusiness schema markup (JSON-LD) is implemented in the <head>
- ☐ geo meta tags are set (geo.region, geo.placename, geo.position, ICBM)
- ☐ Business address appears in the footer on every page
- ☐ Site is listed in Google Business Profile with matching NAP
- ☐ At least 3–5 consistent citations exist across major directories (Yelp, BBB, etc.)
- ☐ Location-specific landing pages exist for each service area

03 — Google Business Profile

- ☐ GBP listing is fully claimed and verified
 - ☐ Business name, address, and phone number exactly match the website
 - ☐ Primary and secondary categories are set correctly
 - ☐ Business description uses high-intent keywords (under 750 chars)
 - ☐ At least 10 high-quality photos have been uploaded
 - ☐ Google Posts are published at least once per week
 - ☐ All Q&A questions are answered by the business owner
 - ☐ Review response rate is 100% (all reviews, positive and negative)
 - ☐ Products or services are listed in the GBP dashboard
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04 — Website Performance

- ☐ Site loads in under 3 seconds on mobile (test with PageSpeed Insights)
 - ☐ Google PageSpeed mobile score is 80+
 - ☐ Images are compressed and served in modern formats (WebP)
 - ☐ Site is fully responsive and passes Google's Mobile-Friendly Test
 - ☐ HTTPS is enabled — padlock appears in the browser bar
 - ☐ Core Web Vitals (LCP, CLS, FID) pass Google's thresholds
 - ☐ No broken links exist on any page (test with Screaming Frog or Ahrefs)
 - ☐ HTML, CSS, and JS files are minified or compressed
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05 – Content & Copy

- ☐ Homepage headline clearly states what you do and who you serve
- ☐ Primary service is explained above the fold — no scrolling required
- ☐ Copy is written in plain language (no jargon your customer wouldn't use)
- ☐ Each service includes specific benefits, not just feature lists
- ☐ City and niche references appear naturally in body copy
- ☐ An About section builds trust with real credentials or story
- ☐ Blog or resources section exists with at least 2 published posts
- ☐ All blog posts target a specific keyword phrase in the title and H1

06 – Conversion & Trust

- ☐ A clear, visible CTA exists above the fold on every key page
- ☐ Phone number is clickable (tel: link) and shown prominently
- ☐ Contact form is working and sends to a monitored email
- ☐ At least 3 real client testimonials or reviews are displayed
- ☐ A trust signal exists: license number, years in business, certifications
- ☐ Google Analytics 4 is installed and tracking is verified
- ☐ Google Search Console is set up and the site is indexed

Scoring Guide

Score	What It Means	Priority Action
40-47	Strong foundation. You're ahead of 90% of local competitors.	Focus on content and conversion rate optimization.
30-39	Good start. A few critical gaps are costing you leads right now.	Fix the unchecked GBP and Local SEO items first.

20-29	Significant gaps. Customers can't find or trust you online.	Start with SEO Foundations + GBP — these move the needle.
Under 20	Your business is essentially invisible online.	Book a free strategy call — you need a full audit and plan.

Ready to fill the gaps?

Olide Digital offers free website and GBP audits for local service businesses in the DC Metro area and Eastern WV. We'll walk through every item on this checklist with you — for free, no strings attached.

→ Book your free audit: hello@olidedigital.com • olidedigital.com