Local SEO check-up

Use this blank worksheet to record evidence and choose useful next steps. It is not a completed audit or a promise of rankings.

Business _____

Website _____

Reviewed by _____ Review date _____

1. Business Profile and existing listings

CHECK	WHAT TO VERIFY	STATUS / EVIDENCE
Business identity	Profile name, categories and services describe the real business. Check the current Google guidelines; do not add keywords to the business name.	☐ OK ☐ Needs work ☐ Unknown ☐ N/A
Address / coverage	Location and service-area details match how the business operates. Confirm address visibility is appropriate; do not invent offices or create duplicate profiles.	☐ OK ☐ Needs work ☐ Unknown ☐ N/A
Contact routes	Published phone, email and website are current. Review contact links without placing a surprise customer call or booking.	☐ OK ☐ Needs work ☐ Unknown ☐ N/A
Opening hours	Normal hours are accurate. Confirm special or holiday hours with the business rather than assuming the usual schedule applies.	☐ OK ☐ Needs work ☐ Unknown ☐ N/A
Existing citations	Check established directory and social profiles for outdated name, address, phone or website details. Correct the existing entry where possible.	☐ OK ☐ Needs work ☐ Unknown ☐ N/A
Reviews / proof	Use genuine approved work and feedback. If requesting reviews, use a neutral process without incentives, rating filters or requests for particular keywords.	☐ OK ☐ Needs work ☐ Unknown ☐ N/A

Most important mismatch _____

Evidence / next step _____

Business guidelines: support.google.com/business/answer/3038177

Review policies: support.google.com/business/answer/7400114

Website & enquiry checks

Review a real service page and an agreed customer journey. Mark unknowns honestly. Do not enter private customer details on this sheet.

Page / journey checked _____

Reviewer / date _____

2. From finding the page to making contact

CHECK	WHAT TO VERIFY	STATUS / EVIDENCE
Useful service page	Offer, real coverage, scope and next step are clear. Project examples support the claim made; a design example alone does not prove SEO or revenue results.	☐ OK ☐ Needs work ☐ Unknown ☐ N/A
Phone / desktop	Read the page and use its navigation at phone and desktop widths. Check that important text, controls and contact routes can be reached.	☐ OK ☐ Needs work ☐ Unknown ☐ N/A
Indexing evidence	Where authorised access is available, record the stored Search Console status and crawl date. A passing live test does not establish that a URL is indexed.	☐ OK ☐ Needs work ☐ Unknown ☐ N/A
Links / redirects	Important links reach the intended service or contact destination. Review changed URLs individually; do not redirect every retired page to the homepage.	☐ OK ☐ Needs work ☐ Unknown ☐ N/A
Form / delivery	Only with an agreed internal test: distinguish the on-screen message, any retained record and actual notification delivery. Exclude tests from lead totals.	☐ OK ☐ Needs work ☐ Unknown ☐ N/A
Responsibilities	Identify who approves content and handles enquiries. Agree backups and rollback before changes. Do not disable security protections to force a test.	☐ OK ☐ Needs work ☐ Unknown ☐ N/A

Internal test reference, if authorised _____

Observed result / remaining gap _____

URL inspection: support.google.com/webmasters/answer/9012289

Read the local SEO guide: nobrainer.co.nz/local-seo-auckland/

Measurement & priorities

Record one comparable search snapshot at a time. Keep website organic results, Maps and business outcomes separate.

Keyword _____

Page / Business Profile _____

Source / tool _____

Collection date, time and time zone _____

Search location / point _____ Device _____

Result type: ☐ Website organic ☐ Maps

Depth checked _____ Reported position / NR _____

Read the limits: NR or 20+ needs the tool's depth and settings. One favourable Maps point does not establish visibility across a whole city. Compare the same query, locations, device and source at the next meaningful collection.

Search Console average positions are not fixed local rank checks. Business Profile clicks, directions and call-button taps are interactions, not automatically qualified enquiries. Keep unknown sources visible.

Date range / source for business outcomes _____

Valid enquiries _____ Confirmed jobs / bookings _____

Internal tests excluded _____ Unknown-source count _____

3. Pick up to three useful next actions

NO.	EVIDENCE / NEXT ACTION	OWNER / REVIEW DATE
1		
2		
3		

Search metrics: support.google.com/webmasters/answer/7042828

Profile performance: support.google.com/business/answer/9918094

Need help prioritising? Talk to No Brainer about a scoped review. No ranking guarantee.