

LOCAL SEARCH AUDIT TOOL

THIS LOCAL SEARCH AUDIT TOOL WILL HELP YOU DISCOVER WHERE YOUR ORGANIZATION'S DIGITAL MARKETING STRATEGIES MAY BE FALLING SHORT WHEN IT COMES TO BEING FOUND ONLINE BY YOUR LOCAL CUSTOMERS.

Use this tool to help document what you are doing well and where you need to improve when it comes to local search optimization. The rating system provided will also help you determine how you are doing from a local search perspective overall. Building and optimizing your local search ranking can be a complex task, so if you have any questions, or need help completing this document, please reach out to Shamrock. We are happy to help.

1. GOOGLE MY BUSINESS (GMB)

LOCAL SEARCH MARKETING TACTIC	CURRENT ACCOMPLISHMENTS (What are you currently doing well?)	OPPORTUNITIES FOR IMPROVEMENT (Where do you feel you could improve?)	CURRENT RATING* (1 to 5)
Google My Business Listing You have claimed your GMB listing and have completed your profile set-up 100%.			
Pictures & Videos You have populated your GMB listing with some pictures to showcase your products, services and storefront and have included a video or two in your listing as well.			
Reviews You have reviews captured on your GMB listing, are actively asking customers to post reviews and are replying to all reviews posted on your listing.			
Posts You are using the Posting feature in GMB at least once a week to share updates on company news, awards, offers, events, product info, etc.			

2. WEBSITE OPTIMIZATION

Mobile-Friendly Website The design of your website is responsive and can adapt to any screen size (desktop, tablet, phone) without issues.			
Website Page Speed You actively monitor the page speed of your website and are in the "green" when you do a page speed test for desktop and mobile when using Google's PageSpeed Insights.			

*NOTE: Rate how you're currently doing in this area, with 1 being poor and 5 being excellent.

2. WEBSITE OPTIMIZATION (CONTINUED)

LOCAL SEARCH MARKETING TACTIC	CURRENT ACCOMPLISHMENTS (What are you currently doing well?)	OPPORTUNITIES FOR IMPROVEMENT (Where do you feel you could improve?)	CURRENT RATING* (1 to 5)
Local Keywords You are using location-based keywords (e.g. Toronto Florists) throughout your site and content, and you are actively monitoring how effective your website is ranking for these local keywords.			
Voice Search You are proactively optimizing for voice search by keeping your store hours and services updated on your GMB listing and adding conversational keyword phrases and question-based content (such as FAQs) to your website.			

3. WEBSITE OPTIMIZATION

Local-Oriented Website Content You have pages on your website that are written to target a specific location within your service area and include geographical terms within the text. These could be services pages, landing pages or blog posts.			
Frequently Asked Questions (FAQs) You have added FAQs to your most important pages in a question and answer format to better optimize your content for voice search. You may even have a featured snippet or two from your website being showcased by Google.			
Local Social Posts You incorporate locally-oriented content into your social calendar every month (eg. local events, local storefront information, local news or local services you offer) and share these posts across your social profiles.			
Local News & PR You have incorporated local news and content into your overall PR strategy and share this on your website, social profiles and online media news outlets (e.g. pr.com or prweb.com).			

4. ONLINE DIRECTORIES & BUSINESS CITATIONS

Business Citations You have other business listings set up (other than GMB) on local directories, websites, apps and social platforms to help make you more discoverable by local customers, and you actively manage and monitor these listings.			
NAP Consistency – Name, Address & Phone You have the same business name, address and phone number on all of your business listings – GMB, social profiles, website, apps and local directories.			

*NOTE: Rate how you're currently doing in this area, with 1 being poor and 5 being excellent.

5. LOCAL PAID SEARCH CAMPAIGNS

LOCAL SEARCH MARKETING TACTIC	CURRENT ACCOMPLISHMENTS (What are you currently doing well?)	OPPORTUNITIES FOR IMPROVEMENT (Where do you feel you could improve?)	CURRENT RATING* (1 to 5)
Local PPC Campaigns You are running pay-per-click (PPC) campaigns that are not only targeting a specific location but are using local keywords as part of the campaign ad copy.			
Google Guarantee & Local Service Ads If you are a business in the home services, financial or legal industry, you have applied to be a Google Guaranteed business, have obtained your Google Guarantee badge and are running Local Service Ads on Google.			
TOTAL LOCAL SEARCH RATING =			

LOCAL SEARCH AUDIT RESULTS TABLE – Use the results table below to see how your local search strategy stacks up!

NOTE: This table is for your overall rating located at the bottom of the audit tool.

This is only meant to give you some general guidance; we recommend consulting Shamrock if you have any questions.

70 OR OVER	WOW! ARE YOU SURE YOU AREN'T A LOCAL SEARCH ENGINE EXPERT? Be sure to actively maintain the local search ranking you have worked hard to build.
51 – 69	YOU'RE A LOCAL SEARCH PRO! There's some room for improvement, but you're in a better position than most. Keep up the good work!
31 – 50	YOU'RE CLEARLY FOCUSING ON BUILDING YOUR LOCAL SEARCH VISIBILITY, BUT THERE'S STILL WORK TO BE DONE. Look at the areas you rated yourself lower on and determine your next steps for improving in these areas or reach out for help.
16 – 30	YOUR LOCAL SEARCH VISIBILITY ISN'T AS STRONG AS IT SHOULD BE. You're aware of some of the things you need to be doing, but you have a lot of room for improvement. Shamrock can help you out.
15 OR LESS	YOUR LOCAL SEARCH VISIBILITY IS AS LOW AS IT GETS. If you need more local customers to find you online, you may want to speak to Shamrock to help you out.

For more information on how to optimize your local search visibility, contact our team now!

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