



# Local Visibility Audit Checklist

A structured checklist to help small businesses improve local search visibility.

## 1. Service Page Structure

- ■ Each core service has its own dedicated page
- ■ Each service page targets one clear primary focus
- ■ The H1 clearly states the service and location
- ■ Subheadings support and expand the main topic

## 2. Local Signals

- ■ Your town, county, or service area is clearly stated
- ■ Location appears naturally within service descriptions
- ■ Contact page includes full address and service area details
- ■ Google Business Profile matches website information

## 3. Content Depth

- ■ Each service page clearly explains what you do
- ■ You describe who the service is for
- ■ The process or next steps are explained
- ■ FAQs address common customer questions

## 4. Technical Clarity

- ■ Title tags reflect the service and location

- ■ Meta descriptions are written intentionally
- ■ Internal links connect related service pages
- ■ Navigation makes key services easy to find

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