

# Local SEO Audit Worksheet for Propane Companies



## Objective: Assess and improve your local SEO efforts.

Instructions: Complete the following audit for your business's local SEO performance.

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### B U S I N E S S I N F O R M A T I O N

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Website: \_\_\_\_\_

### G O O G L E B U S I N E S S P R O F I L E

✓ YES

✓ NO

Is your Google Business Profile claimed and verified?

Are your business hours up to date?

Do you have recent photos uploaded?

Are there any customer reviews? - If yes, what is the average rating? \_\_\_\_\_

Have you responded to all reviews?

### L O C A L C I T A T I O N S

List the directories where your business is listed (e.g., Yelp, Yellow Pages):

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Are your business details consistent across all directories?

