

## 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.

| 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:   |     |     |          |   |
| GOOGLE BUSINESS PROFILE  | √ Y | E S | √ N      | 0 |
| 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?          |     |     |          | 1 |
| Have you responded to all reviews?   |     |     |          | - |
| LOCAL CITATIONS  |     |     | <u>'</u> | _ |
| List the directories where your business is listed (e.g., Yelp, Yellow Pages): |     |     |          |   |
|  |     |     |          | _ |
| Are your business details consistent across all directories?                   |     |     |          | 7 |



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| ON-PAGE SEO   | √ Y E S | √ N O |
|---|---------|-------|
| Is your business address listed on your website?      |         |       |
| Does your website have a dedicated "Contact Us" page? |         |       |
| Are local keywords used on your website pages?        |         |       |
|   |         |       |
| A C T I O N I T E M S                                 |         |       |
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