SEO audit SOFTWARE

LOCAL SEO AUDIT

How visible is this business in local search & maps?

https://example.com/

Service Area: “**Austin, TX**” · audited on 19 Oct 2026



Poor

4 critical local issues, 6 warnings and 3 checks passed.

SUMMARY

The page scores 22 out of 100 for local SEO

Local visibility relies on consistent Name, Address, and Phone (NAP) details, LocalBusiness schema, location pages, and Google Maps integration.

CRITICAL ISSUES	WARNINGS	CHECKS PASSED
4	**6**	**3**
Harm local ranking	Worth optimizing	Working signals

Score by area



Fix these first

NAP & Contact Details
Address on the page

Google matches the address on your site with your Business Profile.

NAP & Contact Details
Phone number on the page

Local customers call. A missing number loses enquiries and weakens the local listing.

LocalBusiness Schema
LocalBusiness schema

It tells Google your business type, address and hours in a format it can read.

PROBLEMS

Critical local SEO issues

These issues prevent Google from verifying your physical location and serving your business in the local 3-pack.

Problem · NAP & Contact Details **Address on the page**
Why it matters

Google matches the address on your site with your Business Profile.

How to fix

Show the full address as text (not only in an image) in the footer and on the contact page.

Problem · NAP & Contact Details **Phone number on the page**
Why it matters

Local customers call. A missing number loses enquiries and weakens the local listing.

How to fix

Show the main phone number in the header or footer of every page.

Problem · LocalBusiness Schema **LocalBusiness schema**
Why it matters

It tells Google your business type, address and hours in a format it can read.

How to fix

Add LocalBusiness (or a sub-type like Plumber or Dentist) schema to the homepage.

Problem · Location & City Pages **Location pages**
Why it matters

A page per city or area helps you rank in each place.

How to fix

Create a page for each main area, e.g. /austin, and link them from the homepage.

NAP & BUSINESS DETAILS

Name, address & phone consistency

Consistent NAP information across the website and major directories is Google’s top trust signal for local rankings.

ITEM	FOUND ON PAGE	STATUS
Business name	Example Domain from title	Verified
Address	Not found on the page	Missing
Phone	Not found on the page	Missing
Opening hours	Not found on the page	Missing

BEST PRACTICE

Include your full business name, street address, local phone number, and operating hours in the footer of every page.

LOCALBUSINESS SCHEMA

Structured data for local discovery

LocalBusiness schema explicitly communicates your service coordinates, category, and contact details to search engines.

LocalBusiness Schema Missing **Add LocalBusiness JSON-LD markup to boost map pack rankings**

No JSON-LD structured data detected.

RECOMMENDATION

Use specific schema subtypes such as Restaurant, Plumber, MedicalClinic, or LegalService to help Google match category queries.

LOCATION & CITY PAGES

Service area & geographic relevance

Target area: "**Austin, TX**". The city and state must appear prominently in titles, headings, and landing page URLs.

Geographic signals

Targeted Area	**Austin, TX**
Location landing pages	**0 found**
Declared language	**en**
Canonical domain	**example.com**

Local content checklist

- × City in page title and H1 heading
- × Dedicated location landing pages
- ✓ Service area explicitly declared: Austin, TX
- × Geographic schema coordinates

TAKEAWAY

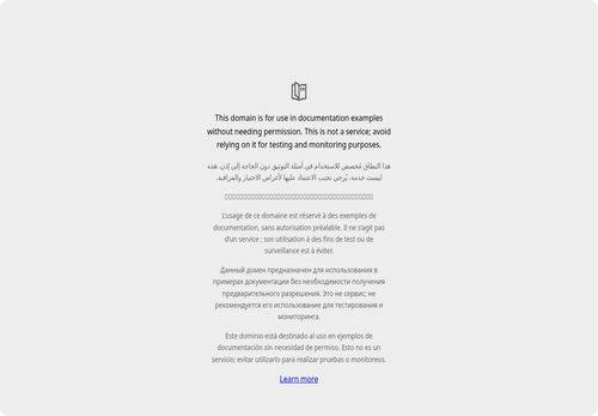
Create dedicated landing pages for each key city or neighborhood your business serves, including local customer testimonials.

MAPS & REVIEWS

Google Maps embed & reputation

An interactive Google Map and links to customer reviews establish genuine local community presence.

Live site rendering



Trust & map integration

- × Google Maps embed on Contact/Home
- × Link to Google Business Profile
- × Customer review testimonials displayed
- × AggregateRating schema markup

PASSED CHECKS & NEXT STEPS

Action plan for local dominance

3 checks passed. Implement the plan below to climb into the top 3 Google Maps positions.

Key passed checks

- ✓ Viewport tag
- ✓ Tap targets
- ✓ Legible font size

Recommended next steps

This week
Complete footer NAP & schema

Add exact business address, local telephone, and LocalBusiness JSON-LD markup to all pages.

This month
Embed map & optimize GBP

Embed your Google Map and link directly to your verified Google Business Profile review link.

Ongoing
Build local citations

Ensure identical NAP across Yelp, YellowPages, Bing Places, and local chamber of commerce directories.

SUMMARY

Audited 13 local SEO checks on 19 Oct 2026 for **example.com**.