

The 50-Point Local Marketing Audit Checklist

Score your marketing the way we do in a paid audit. Check every box you can honestly tick — each blank is revenue you're leaving on the table. Bring the gaps to a free audit and we'll build the plan to close them.

1 • Website & conversion

- Homepage loads in under 3 seconds on mobile
- A clear value proposition is visible above the fold
- Click-to-call phone number in the header on every page
- A primary call-to-action appears on every page
- Lead forms ask for 5 fields or fewer
- Reviews or trust signals appear near the form
- Thank-you page confirms next steps after a form submit
- Site is HTTPS and has no broken links or console errors

2 • Local SEO & Google Business Profile

- Google Business Profile is claimed and verified
- Primary category is the most specific correct option
- All services and service areas are listed
- Hours (including holidays) are accurate
- 10+ recent, real photos are uploaded
- You post to the profile at least weekly
- Name, address, phone are identical everywhere online
- A unique landing page exists for each core service or city

3 · Reviews & reputation

- A review is requested after every sale or job
- You respond to every review, positive and negative
- Average rating is 4.3 stars or higher
- Reviews exist on Google plus one other platform
- Negative reviews are answered within 24 hours
- Total review count grows every month

4 · Paid media

- Conversion tracking is installed and verified firing
- Campaigns optimize to leads or sales, not clicks
- You run a full funnel, not inventory or search only
- Ad creative is refreshed at least every 30 days
- Audience and geo targeting are tight and intentional
- Landing page message matches the ad that drove the click
- Negative keywords or audience exclusions are set
- Budget pacing is monitored so it does not blow early

5 · Speed-to-lead & follow-up

- New leads are contacted within 5 minutes
- An automated first touch (text and email) fires instantly
- Missed calls trigger an automatic text-back
- Your CRM captures the source of every lead
- A follow-up sequence has at least 5 touches
- Appointments are confirmed and reminded automatically
- No-shows get a re-engagement follow-up

6 · Tracking & reporting

- Google Analytics 4 is installed sitewide
- Key events and conversions are defined in GA4
- Call tracking attributes calls to their source
- Leads are matched back to closed sales
- A monthly report ties spend to revenue, not vanity metrics
- All campaign links use UTM tags
- The owner sees a dashboard they actually understand
- A retargeting pixel is installed and building audiences
- Branded search is defended so competitors don't steal it