



WEB20 RANKER

LOCATION PAGE AUDIT CHECKLIST

**Step-by-Step Framework
to Audit Like a Scientist &
Rank Like a Pro**

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LOCATION PAGE AUDIT CHECKLIST



CHECKLIST POINTS

- Verify the correct location page is linked to your Google Business Profile (GBP)
- Add outbound links to **social profiles** and/or local brand mentions
- Remove or consolidate duplicate location pages
- List zip codes and neighborhoods served
- Place the **primary local keyword** in the page title
- Strengthen **content optimization** (entities in headings, meta, body)
- Include the GBP primary category in the H1 or page title
- Ensure **topic coverage** includes all competitor-covered points
- Add "Nearby" or "Near Me" phrasing in H1 or page title where natural
- Add an **FAQ section** with FAQ schema markup
- List **main services** in H2 or H3 tags
- Validate and optimize **Local Business Schema** (error-free, rich results ready)
- Add **internal links** from the location page to main service pages
- Include **driving directions from the city center**, not the airport
- Ensure main service pages **link back** to the location page
- Optimize images for local SEO:
 - Compress and use .webp format
 - Rename with descriptive, keyword-rich filenames
 - Use location-specific alt text
 - Authentic/local images over stock
- Display a full **NAP section** (Name, Address, Phone) with accuracy and consistency
- Display **opening hours** consistently across the page, GBP, and citations
- Embed the **GBP map** on the location page
- Add internal links from service pages and relevant blog posts to location page
- Add an outbound link to your **Google Map listing**
- Add outbound links to **reviews** (Google, Yelp, etc.) and encourage new ones