Business Name

www.domain.com

Our SEO team did a quick Local SEO Audit of your website, checking the most important factors that affect visibility in local searches on Google. Our findings are listed below.

On Site Signals

Home Page

* NOTE:   
  for instructions on what to look at for this mini audit, go to [bit.ly/seo-mini-audit](http://bit.ly/seo-mini-audit)
* [title tag]
* [h1 heading]
* [content]
* [local number?]
* [image alt text]
* [embedded google map]
* [overall optimization?]

Internal Pages

* [title tags]
* [h1 headings]
* [content]
* [image alt text]
* [overall optimization]
  + (leaving space on the page, since description of issues will typically make the content analysis fill the first page)

Off Site Signals

Inbound Links

* [number of linking URLs]
* [DA, list range of expected DA for that vertical]

Citations *(mentions of dealership name, address, and phone number on other websites)*

* [info from Moz Local check – link to initial report and point out listing variations]
* [info from Moz Local check – link to detailed report and point out issues]

Google My Business Listing *(formerly Google Places)*

* **IMPORTANT NOTE –** Due to the recent update from Google, location information is no longer associated with Google Plus listings. Location info now appears in the Knowledge Box on the right column of a brand search in Google.
* [business name]
* [local number? Does number match number on website?]

Social Media Signals

Facebook

* [posting daily?]
* [mix of posts?]
* [interaction?]
* [too many fans?]
* [number matches site?]

Twitter

* [posting daily?]
* [mix of posts?]
* [interaction?]
* [tethered to Facebook?]

Review Signals

Google

* [overall score out of how many reviews]
* [owner replies?]

Facebook

* [overall score out of how many reviews]
* [owner replies?]

Yelp

* [overall score out of how many reviews]
* [owner replies?]

Questions?

If you’ve got questions about anything in this audit, or would like to talk to us about how our SEO team can help your business get more visibility in local searches, we’d love to chat with you!

You can set up a call with [some cool person on our team] – simply shoot an email over to [cool.person@domain.com] and let him/her know you’d like to talk…