

THE WORCESTER LOCAL SEO AUDIT CHECKLIST

40 checkpoints across 7 areas. Work top to bottom, tick what passes, fix what fails. Most Worcester businesses fail 15 or more of these, which is exactly why the ones that pass rank. Companion guide: psychemeta.com/worcester-local-seo-guide.html

1 · GOOGLE BUSINESS PROFILE

- ☐ **Profile claimed and verified**, correct business name (no keyword stuffing)
- ☐ **Primary category is the single most accurate one** (the #1 local ranking factor)
- ☐ 2 to 4 secondary categories added
- ☐ Opening hours accurate, holiday hours set
- ☐ 10+ photos uploaded, at least one added in the last month
- ☐ Services or products section filled in fully
- ☐ A post published in the last 30 days

Wrong primary category is the single most damaging local SEO mistake. Check your closest Worcester competitor's category and be at least as precise.

2 · REVIEWS

- ☐ **10+ Google reviews** (the credibility threshold)
- ☐ Average rating 4.5 or above
- ☐ At least one new review in the last 3 weeks (rankings drift when reviews stop)
- ☐ Every review has an owner response, positive and negative
- ☐ A repeatable ask: review link sent after every completed job
- ☐ Reviews mention your services and towns naturally (never scripted)

74% of consumers only trust reviews from the last 3 months. A steady drip beats a one-off blitz every time.

3 · WEBSITE BASICS

- ☐ **Town + service in the home page title tag** and H1
- ☐ One dedicated page per core service (the #1 local organic factor)
- ☐ Name, address, phone visible in the footer of every page
- ☐ Phone number is a tap-to-call link on mobile
- ☐ Site loads in under 3 seconds on a phone
- ☐ HTTPS with no browser warnings
- ☐ LocalBusiness schema with your geo coordinates

4 · NAP & CITATIONS

- ☐ **Name, address, phone identical everywhere**: site, GBP, directories
- ☐ Listed on Yell, Thomson Local and relevant trade directories
- ☐ Bing Places claimed (it powers ChatGPT and Copilot answers)
- ☐ Apple Business Connect claimed (usage has doubled)
- ☐ Facebook business page NAP matches exactly
- ☐ Old addresses or numbers hunted down and corrected

5 · LOCAL CONTENT

- ☐ Towns you serve named on real pages (Worcester, Droitwich, Malvern, Kidderminster, Bromsgrove, Redditch, Evesham, Pershore)
- ☐ The swap test passes: swap the town name and the page would stop making sense (if it still reads fine, it is a doorway page)
- ☐ At least one genuinely useful local article or guide
- ☐ Local proof: real photos of local jobs, local testimonials with towns named

6 · AI SEARCH (2026 CHECKPOINT)

- ☐ Ask ChatGPT and Claude: "best [your service] in Worcester". Are you mentioned?
- ☐ Bing index checked (AI assistants lean on Bing, not just Google)
- ☐ FAQ sections on service pages with plain-English answers (AI engines quote these)
- ☐ llms.txt file on your site describing who you are and what you do
- ☐ Mentioned by name on at least 3 sites you do not own

45% of consumers now use AI assistants for local recommendations, and AI-referred visitors convert at roughly 9× the rate of Google organic. This section is where the next two years get won.

7 · MEASUREMENT

- ☐ Google Search Console verified, sitemap submitted
- ☐ Google Analytics (or equivalent) actually installed and receiving data
- ☐ You know your 3 most valuable search phrases
- ☐ Someone checks clicks and impressions at least monthly
- ☐ You can name where your last 5 enquiries came from