

# Local SEO Scorecard

How Visible Is Your Business on Google? Score yourself on the 20 factors that determine whether customers find you or your competitors.

**How to use this scorecard:** Go through each item honestly. Check **YES** if you're confident it's done correctly, or **NO** if it's not done, you're not sure, or it needs work. Add up your YES count at the end to see where you stand. Most businesses score between 4–8 out of 20.

## GOOGLE BUSINESS PROFILE

### Your GBP Foundation

- 1. Your Google Business Profile is claimed and verified**

You have full access to your GBP dashboard and your listing shows as verified by Google.

*Why it matters: An unclaimed or unverified profile can't rank in the Map Pack. This is step zero.*

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- 2. Your business name, address, and phone number are consistent everywhere**

Your NAP (Name, Address, Phone) is exactly the same on your GBP, website, social media, and all directory listings. No variations.

*Why it matters: Google cross-references your NAP data across the web. Inconsistencies confuse the algorithm and hurt your rankings.*

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- 3. Your primary and secondary categories are set correctly**

Your primary category matches your main service (e.g., 'Pest Control Service' not just 'Exterminator') and you've added all relevant secondary categories.

*Why it matters: Categories tell Google what searches to show your business for. Wrong categories = wrong searches = missed customers.*

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- 4. Your GBP description is keyword-optimized**

Your business description naturally includes your primary services, service areas, and key differentiators — not just your company history.

*Why it matters: A well-written description helps Google understand what you do and where you do it, improving relevance signals.*

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- 5. Your service areas and services are fully configured**

You've listed every city/zip code you serve and every individual service you offer within your GBP settings.

*Why it matters: This directly impacts which searches your profile appears for and in which geographic areas.*

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- 6. You have 50+ photos on your GBP (real photos, not stock)**

Photos of your team, trucks, equipment, completed jobs, and office. Updated regularly, not just from when you first set up your profile.

*Why it matters: Profiles with 100+ photos get 520% more calls than average. Real photos build trust and signal an active business.*

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## REVIEWS & REPUTATION

### Social Proof & Trust Signals

**7. You have 50+ Google reviews with a 4.5+ star rating**

Not just a handful of reviews from years ago — a steady, growing count with a strong overall rating.

*Why it matters: Review count and rating are the #1 factor in Map Pack rankings and the biggest driver of whether a customer calls you or your competitor.*

**8. You've received at least 3 new Google reviews in the past 30 days**

Your review velocity is consistent, not a burst of 20 reviews two years ago and then silence.

*Why it matters: Google favors businesses with recent, consistent review activity. A stale review profile signals a stale business.*

**9. You respond to every Google review (positive and negative)**

Every review has a personalized owner response, not a generic copy-paste reply.

*Why it matters: Responding to reviews signals engagement to Google and builds customer trust. It also gives you another place to naturally include keywords.*

**WEBSITE & ON-PAGE SEO**

**Your Digital Storefront**

**10. Your website loads in under 3 seconds on mobile**

Test at [pagespeed.web.dev](https://pagespeed.web.dev) — your mobile performance score should be 70+ and load time under 3 seconds.

*Why it matters: Google uses page speed as a ranking factor. Slow sites lose both rankings and customers — 53% of visitors leave if a page takes over 3 seconds.*

**11. Your website has individual pages for each service you offer**

Not one generic 'Services' page — separate, detailed pages for each service (e.g., 'Termite Treatment,' 'Mosquito Control,' 'Bed Bug Removal').

*Why it matters: Each service page is an opportunity to rank for specific keywords. One page trying to rank for everything ranks for nothing.*

**12. Your website has location/service area pages**

If you serve multiple cities, you have dedicated pages for each major service area, not just a single 'Areas We Serve' list.

*Why it matters: Location pages help you rank in each city you serve. Without them, you're invisible outside your immediate area.*

**13. Your website has proper schema markup (LocalBusiness)**

Your site includes structured data markup that tells Google your business type, address, phone, hours, and service area in a format it can read directly.

*Why it matters: Schema markup helps Google understand your business and can lead to enhanced search result displays with stars, hours, and more.*

**14. Your website has a clear call-to-action on every page**

Every page has a visible phone number and/or contact form above the fold. Visitors don't have to scroll or hunt to contact you.

*Why it matters: Ranking is only half the battle. If visitors can't immediately figure out how to contact you, you're losing leads you already paid to attract.*

CITATIONS & BACKLINKS

## Off-Site Authority Signals

- 15. Your business is listed on the top 30+ local directories**

You're on Yelp, BBB, Angi, HomeAdvisor, Yellow Pages, and at least 25 other relevant directories with consistent NAP information.

*Why it matters: Citations are a core local ranking factor. Consistent listings across many directories tell Google your business is legitimate and established.*

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- 16. You have backlinks from local or industry-relevant websites**

Other websites (local news, industry associations, suppliers, sponsors) link back to your website. Not just directories.

*Why it matters: Backlinks are votes of confidence. Links from relevant, authoritative sites tell Google your business is trusted in your industry and community.*

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- 17. You don't have duplicate GBP listings floating around**

There are no old, abandoned, or duplicate Google Business Profile listings for your business with outdated addresses or phone numbers.

*Why it matters: Duplicate listings confuse Google and can trigger the Possum filter, which suppresses your real listing in search results.*

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CONTENT & ONGOING ACTIVITY

## Keeping the Engine Running

- 18. You post to your Google Business Profile at least weekly**

Regular GBP posts with real photos, offers, or updates — not months of silence between posts.

*Why it matters: GBP posts signal to Google that your business is active. Inactive profiles get deprioritized in favor of businesses that show signs of life.*

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- 19. You publish new content (blog posts) on your website regularly**

At least 1–2 new blog posts or pages per month covering topics related to your services and service areas.

*Why it matters: Fresh content builds topical authority and creates new opportunities to rank for long-tail keywords that drive qualified traffic.*

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- 20. You track your local rankings and know where you stand**

You use a tool (like Local Viking, BrightLocal, or similar) to monitor your Map Pack rankings across your service area — not just checking Google manually.

*Why it matters: You can't improve what you don't measure. GEO grid heatmaps show your actual ranking positions across every part of your service area, not just from your office.*

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YOUR SCORE

**Total YES answers: \_\_\_\_ / 20**

**16–20: Strong Foundation**

You're doing most things right. The opportunity is in optimizing what you have and outpacing competitors with consistent effort. A professional SEO partner can take you from good to dominant.

**9–15: Significant Gaps**

You have some pieces in place but major gaps are costing you visibility and leads every single day. This is where most home services businesses land — and it's exactly where the biggest ROI from SEO comes from.

**0–8: Critical — You're Invisible**

Your competitors are getting the calls that should be going to you. The good news: there's massive upside. Fixing these fundamentals can transform your lead flow within months.

**Want to Know Exactly Where You Stand?**

This scorecard gives you the big picture. But the details matter. We'll run a free, no-obligation competitor audit on your business showing your actual GEO grid rankings, your competitors' strengths and weaknesses, and exactly what it would take to get you into the Map Pack.

No pitch, no pressure. Just an honest look at where you are and what's possible.

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