



Local Search Self-Assessment

This Local Search Self-Assessment tool will help you discover the areas you need to focus on when it comes to being found by your local customers online. We've bucketed this tool into specific local search strategies and tactics. Answer "yes," "no," or "not sure" to the statements below, and then add up all your answers to see how many "yeses" you got and see how you stack up on our Local Search Results table.

Building and optimizing your local search ranking can be a complex task, so please reach out to a WSI Consultant if you have any questions. They'd be happy to help.

Google Business Profile (GBP)	YES	NO	NOT SURE
You have claimed your GBP profile with Google.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You have set up your GBP profile with your company name, address, phone number, email, and website URL.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You have your hours of operation listed on your GBP profile.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You have posted photos on your GBP profile.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You have posted at least 1 video on your GBP profile.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You have at least 5 reviews on your GBP listing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You respond to most reviews, thanking the customer or clarifying their feedback.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You actively ask customers for reviews.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You share at least 1 post per week on your GBP listing (e.g., product offers, company announcement, awards, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Website Optimization	YES	NO	NOT SURE
Your website works properly on a cell phone.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your website works properly on a tablet.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your website works properly on a desktop computer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your website page speed is in the green for DESKTOP when you do a test on Google's Page Insights Tool .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your website page speed is in the green for MOBILE when you do a test on Google's Page Insights Tool .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

You are using location-based keywords (e.g., Toronto Florists) throughout your site and content.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You are actively monitoring how effective your website is ranking for these local keywords.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You are proactively optimizing for voice and AI search by adding conversational keyword phrases and question-based content (such as FAQs) to your website.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Content, Social Media & PR	YES	NO	Not Sure
You have pages on your website that are written to target a specific location within your service area and include geographical terms within the text.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You have added FAQs to your most important pages in a “Question and Answer” format.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You incorporate locally-oriented content into your social calendar every month (e.g., local events, local storefront, local news or local services you offer) and share these posts across your social profiles .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You have incorporated local news and content into your overall PR strategy and share this on your website, social profiles, and online media news outlets (e.g., pr.com or prweb.com).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Online Directories & Business Citations	YES	NO	Not Sure
You have other business listings set up (other than Google Business Profile) on local directories, websites, apps, and social platforms to help make you more discoverable by local customers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You are actively managing and monitoring how effective your business listings are performing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You have the same business name, address, and phone number on all of your business listings - Google Business Profile, social profiles, website, apps, and local directories.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Local Paid Search Campaigns	YES	NO	Not Sure
You are running pay-per-click campaigns that are not only targeting a specific location but are using local keywords as part of the campaign ad copy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You are a business in the home services, financial or legal industry and have APPLIED to be a Google Guaranteed business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You are a business in the home services, financial or legal industry and have OBTAINED your Google Guarantee badge.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You are a business in the home services, financial or legal industry and are running Local Service Ads on Google.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Local Search Self-Assessment Totals			
Count up how many items you marked yes, no, and unsure and add your totals to the right.	YES	NO	Not Sure

Self-Assessment Results Table	
<p>Use the results table below to see how your local search strategy stacks up!</p> <p>NOTE: This table only applies to the total number of items you marked as “yes”. This tool is only meant to give you some general guidance. We recommend consulting a local search professional (like a WSI Consultant) if you have any questions.</p>	
YES: More than 20	<p>You’re doing great.</p> <p>There are some opportunities you may be missing, but you're in a better position than most. Keep up the good work and be sure to actively maintain the local search ranking you have worked hard to build.</p>
YES: 11 - 19	<p>You have room for improvement.</p> <p>You’re doing some of the things you need to be doing to build your local search visibility, but there's still work to be done. If you need help, consider reaching out to a WSI Consultant.</p>
YES: Less than 10	<p>You need some help.</p> <p>Your local search visibility is as low as it gets or non-existent. If you need more local customers to find you online, you should seriously consider speaking to a WSI Consultant to help you out.</p>
<p>Have Questions? Reach out. We can help! support@wsisme.com</p>	