

## SAMPLE AUDIT REPORT

# Local SEO Audit

Roofing contractor · Mid-size US metro · Snapshot dated Q1 2026

**Composite sample.** This audit is based on a composite of real Local SEO engagements. Business name, location, and identifying details have been fictionalized to protect client confidentiality. The methodology, findings format, and remediation logic reflect actual deliverables.

## Business overview

<b>BUSINESS NAME</b> <b>Summit Ridge Roofing Co.</b>	<b>VERTICAL</b> <b>Roofing contractor (residential + commercial)</b>
<b>SERVICE MODEL</b> <b>SAB · Service-area business, no storefront</b>	<b>SERVICE RADIUS</b> <b>35 miles · 4 ZIP codes covered</b>
<b>YEARS IN OPERATION</b> <b>11 years</b>	<b>AUDIT GOAL</b> <b>Local pack visibility · Lead volume from organic local search</b>

## GBP health snapshot

<b>42/100</b> GBP SCORE	<b>3.9*</b> AVG RATING	<b>47</b> TOTAL REVIEWS	<b>8/22</b> NAP CITATIONS
----------------------------	---------------------------	----------------------------	------------------------------

## 20-point GBP checklist · summary

- ✗ **Primary category:** Set to "Contractor" (generic). Should be "Roofing Contractor" — primary category drives ~60% of local pack relevance signals.
- ✗ **Service-area configuration:** No service areas defined despite SAB model. GBP shows business as storefront, suppressing radius-based queries.
- ✗ **Services list:** Empty. 14 of 14 service slots unused. Direct ranking signal missed for queries like "metal roof installation," "emergency roof repair."
- ⚠ **Photos:** 11 photos total. 0 geotagged. Last upload 9 months ago. Industry benchmark for roofers: 40+ photos, monthly cadence.
- ⚠ **Review velocity:** 4 reviews in last 6 months. Competitor average: 12. Affects "review recency" ranking factor.
- ⚠ **Q&A section:** 3 unanswered questions, oldest 14 months. Signals abandoned profile to Google's quality system.
- ✅ **NAP consistency on GBP:** Phone and address match website footer. (Note: external citations are inconsistent — see Finding 03.)
- ✅ **Verification status:** Verified. Profile claimed and active.
- ✅ **Hours:** Set, including emergency hours. Holiday hours updated.

## FINDINGS &amp; DIAGNOSIS

## Prioritized issues

4 findings · ranked by revenue impact, not by severity alone

2 Critical 1 High 1 Medium Est. quick-win window: 30 days

F-01 **CRITICAL** Misclassified primary GBP category

Primary category set to "Contractor" — a generic parent category. Google uses primary category as the dominant relevance signal for local pack eligibility. Current setting makes the listing ineligible for ~40% of high-intent roofing queries.

Current primary: **Contractor**  
Recommended primary: **Roofing Contractor**  
Recommended secondary: **Commercial Roofer · Gutter Service**

**Impact:** Highest single-lever fix. Category corrections typically produce visibility gains within 7–14 days. Estimated lift: 25–40% in local pack impressions for roofing-specific queries.

F-02 **CRITICAL** SAB configuration missing — service areas undefined

Business operates as a service-area business (no customer-visiting storefront) but GBP is configured as a brick-and-mortar location. No service areas are declared. Result: ranking is anchored solely to the office address, suppressing visibility across the actual 35-mile service radius.

Current config: **Storefront (address visible)**  
Declared service areas: **0**  
Should declare: **4 ZIPs + adjacent suburbs (≤9 areas)**

**Impact:** Hides address (best practice for SAB) and unlocks proximity ranking across declared service areas. Pairs with Finding 01 — both must ship together for compounding lift.

F-03 **HIGH** NAP inconsistency across citation directories

Audit of 22 priority directories returned 8 fully consistent, 9 partial mismatches (suite number variants, phone format), 5 missing entirely. Inconsistency erodes trust signals and creates duplicate-listing risk on Apple Maps and Bing Places.

Consistent NAP: **8 / 22**  
Mismatched: **9 / 22** (suite no., phone format, abbreviations)  
Missing: **5 / 22** (incl. Angi, HomeAdvisor, BBB)

**Impact:** Citation cleanup is slow-burn (60–90 days to propagate) but compounds. Roofing-specific directories — Angi, HomeAdvisor — are leads channels in their own right.

F-04 **MEDIUM** Review velocity below competitor median

4 new reviews in trailing 180 days vs. competitor median of 12. Average rating (3.9★) is held down by 2 unaddressed 1-star reviews from 2024 with no owner response. Review recency and response rate are both confirmed local ranking factors.

Trailing 180-day reviews: **4** (competitor median **12**)  
Owner response rate: **31%** (target **≥90%**)  
1-star reviews unanswered: **2**

**Impact:** Slower lever than F-01/F-02 but lifts conversion rate from listing views, not just visibility. Review request workflow is a one-time setup with ongoing return.

## COMPETITOR GAP &amp; ACTION PLAN

## Where the leverage is

Top-3 competitor benchmark and 90-day remediation roadmap

### Competitor gap analysis · top 3 in service area

METRIC	CLIENT	COMP A	COMP B	COMP C	GAP
GBP primary category accuracy	<b>Generic</b>	Specific	Specific	Specific	<b>Behind</b>
Service-area config (SAB)	<b>0</b>	7	9	5	<b>-7 avg</b>
Total reviews	<b>47</b>	128	94	73	<b>-51 avg</b>
Avg rating	<b>3.9</b>	4.7	4.5	4.4	<b>-0.6</b>
GBP photos	<b>11</b>	87	62	44	<b>-53 avg</b>
GBP posts (last 90d)	<b>0</b>	11	8	6	<b>-8 avg</b>
Services listed	<b>0</b>	12	9	11	<b>-10 avg</b>
Citation consistency (of 22)	<b>8</b>	19	17	15	<b>-9 avg</b>
LocalBusiness schema on site	<b>Absent</b>	Present	Present	Absent	<b>Behind 2/3</b>

### 90-day remediation plan

#### Phase 1 · Quick wins

DAYS 1-14

- › Fix primary GBP category (F-01) and add 2 secondary categories
- › Reconfigure as SAB, hide address, declare 9 service areas (F-02)
- › Populate all 14 services with descriptions and pricing where applicable
- › Respond to all 1-star reviews and unanswered Q&A items

#### Phase 2 · Foundation

DAYS 15-45

- › Citation cleanup across 22 directories — fix 9 mismatches, claim 5 missing
- › Submit to roofing-vertical directories: Angi, HomeAdvisor, BBB, Houzz
- › Implement LocalBusiness JSON-LD schema sitewide with service-area markup
- › Photo upload sprint: 30 geotagged photos across job sites and team

#### Phase 3 · Compounding

DAYS 46-90

- › Review request workflow — post-job SMS sequence targeting 8-12 reviews/month
- › GBP posting cadence: 1/week mixing offers, updates, before/after work
- › On-page NAP audit and title-tag optimization for service-area pages
- › Monthly KPI report: rankings, GBP insights, lead attribution