

MARGINSEYE

COMPLETE LOCAL WEBSITE

AUDIT FRAMEWORK

A comprehensive 10-section audit covering every layer of your website's local search performance.

Technical foundation. On-page SEO. Local signals. Content quality. UX and conversion. Mobile performance. Trust and authority. Competitor benchmarking.

Use this framework to audit any website. Score every section. Build your priority action plan. Repeat every 90 days.

Sections	Max Score	Estimated Time	Repeat Cycle
10 Audit Sections	200 Total Points	3–5 Hours	Every 90 Days

WEBSITE & CLIENT DETAILS	AUDIT DETAILS
Business / Client Name: _____	Auditor Name: _____
Website URL: _____	Date of Audit: _____
Industry / Niche: _____	Previous Audit Score: _____
Primary Target Market: _____	Next Audit Due: _____
Primary Target Keyword: _____	Overall Score This Audit: _____

AUDIT FRAMEWORK OVERVIEW

This framework audits your website across ten interconnected sections. Each section builds on the last — technical issues suppress on-page performance, weak on-page SEO undermines local signals, and poor UX wastes all the traffic good SEO delivers. Complete all ten sections before prioritising fixes.

	Section	Max Points	What It Covers
01	Technical Foundation	25	Crawlability, indexation, security, speed, Core Web Vitals
02	On-Page SEO	20	Title tags, meta descriptions, headings, keyword usage, schema
03	Local SEO Signals	25	NAP, GBP alignment, local keywords, location pages, schema
04	Content Quality	20	Page quality, E-E-A-T, depth, freshness, FAQs, originality
05	User Experience & Conversion	25	Navigation, CTAs, contact accessibility, forms, friction
06	Mobile Performance	20	Mobile rendering, speed, touch targets, mobile UX specifics
07	Trust & Credibility	20	Social proof, author signals, security badges, credentials
08	Internal Linking & Architecture	15	Site structure, link depth, anchor text, orphan pages
09	Backlink & Authority Profile	15	Domain authority, local links, toxic links, link diversity
10	Competitor Benchmarking	15	Gap analysis vs top 3 local competitors
	TOTAL	200	

RAG Rating System Used Throughout This Framework

- GREEN — Performing well. Maintain and monitor. (Score 80–100%)
- AMBER — Needs attention. Schedule fixes within 30 days. (Score 50–79%)
- RED — Critical issue. Fix immediately. Actively hurting rankings or conversions. (Score 0–49%)

Technical issues are invisible to most business owners but visible to Google. A single robots.txt misconfiguration can deindex your entire site. A missing SSL certificate triggers browser warnings that send customers away. These checks take minutes but their impact is permanent.

1.1 — Crawlability & Indexation

Audit Item	How to Check / Find It	Score	Priority	Fix Required
Google Indexation	Search site:yourdomain.com in Google. Count indexed pages.	<u>/3</u>	CRITICAL	If pages are missing, check robots.txt and GSC Coverage report.
Google Search Console Connected	Verify at search.google.com/search-console	<u>/2</u>	CRITICAL	Connect and verify immediately. Submit sitemap. Check for errors.
XML Sitemap Exists & Submitted	Check yourdomain.com/sitemap.xml. Verify submitted in GSC.	<u>/2</u>	HIGH	Generate via Yoast/Rank Math. Submit under GSC Sitemaps.
Robots.txt — No Blocking Issues	Check yourdomain.com/robots.txt. Test in GSC URL Inspection.	<u>/2</u>	CRITICAL	Fix any Disallow rules blocking key pages or assets.
Canonical Tags Correct	View page source. Check <link rel='canonical'> tags.	<u>/2</u>	HIGH	Ensure canonicals point to the correct URL. No self-referencing errors.
No Duplicate Content	Search exact phrases from key pages in Google. Check GSC.	<u>/2</u>	HIGH	Add canonical tags. Consolidate duplicate pages with 301 redirects.

1.2 — Security & HTTPS

Audit Item	How to Check / Find It	Score	Priority	Fix Required
SSL Certificate Active (HTTPS)	Check URL bar for padlock. Test at sslabs.com/ssltest.	<u>/3</u>	CRITICAL	Install SSL. Free via Let's Encrypt on most hosts. Enable HTTPS redirect.
HTTP to HTTPS Redirect	Type http://yourdomain.com — does it redirect to https://?	<u>/2</u>	CRITICAL	Set up 301 redirect from http to https at server or Cloudflare level.
Mixed Content Warnings	Open Chrome DevTools > Console.	<u>/1</u>	HIGH	Update all internal links and asset URLs from http:// to https://.

	Look for mixed content errors.			
www / non-www Redirect	Test both www and non-www versions. One must redirect to the other.	_/1	HIGH	Set 301 redirect in hosting panel. Pick one version and stick to it.

⚡ 1.3 — Speed & Core Web Vitals

Audit Item	How to Check / Find It	Score	Priority	Fix Required
Mobile PageSpeed Score	pagespeed.web.dev — Mobile tab. Record score.	_/2	CRITICAL	Compress images. Reduce unused JavaScript. Enable browser caching.
Largest Contentful Paint (LCP)	PageSpeed Insights — check LCP value in mobile results.	_/2	HIGH	Optimise hero image. Upgrade hosting. Enable lazy loading for offscreen images.
Cumulative Layout Shift (CLS)	PageSpeed Insights — check CLS score.	_/1	HIGH	Set image dimensions. Avoid inserting content above existing content.
Time to First Byte (TTFB)	GTmetrix or WebPageTest. Should be under 800ms.	_/1	HIGH	Upgrade to faster hosting. Enable server-side caching. Use a CDN.

📄 1.4 — Technical Findings Record

Tool Used	Score/Result	Status	Notes / Issues Found
Google Search Console		● ● ●	
PageSpeed — Mobile	___/100	● ● ●	
PageSpeed — Desktop	___/100	● ● ●	
SSL Labs Grade	A/B/C/F	● ● ●	
GTmetrix — Load Time	___ secs	● ● ●	
Broken Links Found	___	● ● ●	

Section 01 Total: ___ / 25

On-page SEO is how you communicate relevance to Google. Every page needs a clear hierarchy: one target keyword, one H1, a well-written title tag, and a meta description that earns the click. Most websites fail not because they are keyword-light but because they are structurally inconsistent.

2.1 — Page-by-Page SEO Elements

Audit Item	Expected / Ideal	Finding	Status	Action / Notes
Homepage Title Tag	Brand + Primary Keyword + Location. Under 60 chars.			Edit in CMS SEO plugin. Include keyword within first 30 chars.
Homepage Meta Description	120–155 chars. Keyword + city + compelling CTA.			Write unique, action-oriented description. Test in SERP preview tool.
Homepage H1	One H1 only. Contains primary keyword naturally.			Ensure exactly one H1 per page. Remove extras or downgrade to H2.
Service Page Title Tags	Service + City on every service page. Under 60 chars.			Audit all service pages. Each needs unique, keyword-rich title tag.
Service Page H1s	One per page. Service keyword + location where natural.			Review all service page H1s. Optimise with local keyword.
URL Structure	Short, descriptive, hyphenated. Includes keyword. No dates.			Redirect old URLs with 301s if restructuring. Keep slugs clean.
Keyword Placement — First 100 Words	Primary keyword in first paragraph of every key page.			Edit opening paragraphs. Natural placement — not forced.
Image Alt Text	Descriptive alt text on all images. Keyword where natural.			Audit all images. Add missing alt text. Use keyword + context.

2.2 — Schema Markup Audit

Audit Item	How to Check / Find It	Score	Priority	Fix Required
LocalBusiness Schema	Test at search.google.com/test/rich-results	<u>4</u>	HIGH	Implement JSON-LD LocalBusiness schema on homepage and contact page.

FAQ Schema	Rich Results Test — check for FAQ schema on FAQ pages.	<u>_</u> /2	MEDIUM	Add FAQ schema to FAQ page and any page with Q&A sections.
Service / Product Schema	Rich Results Test — check key service and product pages.	<u>_</u> /2	MEDIUM	Add Service schema to each service page with description and area served.
Breadcrumb Schema	Rich Results Test — check inner pages.	<u>_</u> /2	MEDIUM	Implement breadcrumb schema. Helps Google understand site structure.

Section 02 Total: ___ / 20

Local SEO signals tell Google where your business operates and who it serves geographically. Without these signals, Google cannot confidently rank you for location-based searches — even if everything else is perfect. NAP consistency, GBP alignment, and location-specific content work together as a trust ecosystem.

3.1 — NAP Consistency

Audit Item	How to Check / Find It	Score	Priority	Fix Required
NAP in Website Footer	Check footer on homepage and inner pages. Must match GBP exactly.	<u>/3</u>	CRITICAL	Add canonical NAP to footer of every page. Match GBP format exactly.
NAP on Contact Page	Contact page has full Name, Address, Phone. Matches footer and GBP.	<u>/3</u>	CRITICAL	Rewrite contact page NAP to exactly match canonical format.
NAP Format Consistency	Compare website, GBP, and top 5 citation listings.	<u>/2</u>	CRITICAL	Fix any inconsistencies. Same punctuation, abbreviations, format everywhere.
Phone Number Format	Is it+[country code] format? Consistent across all pages?	<u>/2</u>	HIGH	Use full international format (e.g. +254 for Kenya). Same across all pages.

3.2 — GBP & Local Alignment

Audit Item	How to Check / Find It	Score	Priority	Fix Required
GBP Website URL Matches	Check GBP listing. Does it link to the correct website URL?	<u>/2</u>	CRITICAL	Update GBP website link. Should point to homepage or key landing page.
Google Map Embed on Contact Page	Contact page has embedded Google Map. Pin matches GBP location.	<u>/2</u>	HIGH	Embed from Google Maps. Verify pin location matches GBP exactly.
City / Location in Homepage H1 or First Paragraph	Check homepage source. Is city mentioned in H1 or first 100 words?	<u>/3</u>	HIGH	Incorporate city name naturally in the first visible paragraph.
Service Area Pages Exist	Check site structure. Is there a page per service area served?	<u>/3</u>	HIGH	Create individual location pages for each major area or city served.



3.3 — Local Keyword Coverage

Target Local Keyword	Current Ranking	Page Targeting It	Action Needed
[Primary service] + [city]			
[Primary service] + near me			
Best [service] in [city]			
[Service] + [neighbourhood 1]			
[Service] + [neighbourhood 2]			
[Secondary service] + [city]			

Section 03 Total: ___ / 20 (additional 5 pts from location pages above)

Content quality is how Google evaluates whether your website deserves to rank. Since Google's Helpful Content updates, thin, generic, or AI-mass-produced content actively suppresses rankings. Every page must demonstrate real expertise, genuine usefulness to the reader, and original perspective — not just keyword density.

🔍 4.1 — E-E-A-T Signals (Experience, Expertise, Authority, Trust)

Audit Item	How to Check / Find It	Score	Priority	Fix Required
Author Bylines & Bios	Do key pages credit a named author with credentials and bio?	<u>/2</u>	HIGH	Add author bylines to service pages, blogs, and case studies with real names and credentials.
About Us Page — Team & Credentials	Does About page feature real people, photos, and credentials?	<u>/2</u>	HIGH	Add team member profiles. Include LinkedIn links, qualifications, experience.
Original Data or Expertise	Does content contain unique insights, case studies, or original data?	<u>/2</u>	HIGH	Add proprietary stats, client results, or expert commentary. Differentiate from generic content.
Experience Indicators	Does content reference first-hand experience? Real examples cited?	<u>/2</u>	HIGH	Rewrite service descriptions to include real-world context and outcome examples.

📄 4.2 — Content Depth & Freshness

Audit Item	How to Check / Find It	Score	Priority	Fix Required
Homepage Content Depth	Is homepage over 400 words of substantive, useful content?	<u>/2</u>	HIGH	Expand homepage. Add service summaries, value propositions, trust proof.
Service Page Depth	Are key service pages over 600 words each with unique content?	<u>/2</u>	HIGH	Expand service pages. Add process, FAQs, case examples, benefits sections.
Blog / Resources — Freshness	When was the most recent blog or resource published?	<u>/2</u>	MEDIUM	Publish at minimum monthly. Update old posts with current information.
FAQ Coverage	Do key pages or a FAQ section answer common customer questions?	<u>/2</u>	MEDIUM	Add FAQ section to service pages. Use Google People Also Ask for topics.

No Thin or Duplicate Pages	Check for pages under 200 words. Check for near-duplicate content.	<u>_</u> /2	HIGH	Merge thin pages. Rewrite or noindex pages with insufficient content.
-----------------------------------	---	-------------	-------------	--

Section 04 Total: ___ / 20

SEO drives traffic. UX determines whether that traffic converts. A website with strong rankings and poor UX is a leaking bucket — you fill it constantly but it never fills up. Every element of your site should reduce friction between a visitor's intent and the action you want them to take.



5.1 — Navigation & Structure

Audit Item	How to Check / Find It	Score	Priority	Fix Required
Clear Primary Navigation	Can a new visitor find any key page within 2 clicks from homepage?	<u>/3</u>	HIGH	Simplify navigation. Key pages accessible from top-level menu.
Navigation Consistent — All Pages	Same menu appears on every page with no broken or missing links.	<u>/2</u>	HIGH	Standardise navigation across site. Fix any broken menu links.
Breadcrumb Navigation	Do inner pages show breadcrumbs for orientation?	<u>/1</u>	MEDIUM	Implement breadcrumbs via WordPress plugin or custom dev. Helps UX and SEO.
Footer Navigation	Footer includes key page links, NAP, and social links.	<u>/2</u>	MEDIUM	Build a comprehensive footer with all key links and contact info.
404 Page Customised	Does your 404 error page have branding and links back to key pages?	<u>/1</u>	LOW	Create a custom 404 page with logo, helpful links, and contact CTA.



5.2 — Calls-to-Action & Conversion Points

Audit Item	How to Check / Find It	Score	Priority	Fix Required
CTA Above the Fold — Homepage	Is there a clear CTA button visible without scrolling on homepage?	<u>/3</u>	CRITICAL	Add a bold, single primary CTA above the fold. One action, not three.
CTA on Every Service Page	Does every service page have a clear CTA to contact or enquire?	<u>/2</u>	CRITICAL	Add CTA at top, mid, and bottom of every service page.
Phone Number Visible & Clickable	Is phone number in header? Tap-to-call on mobile?	<u>/3</u>	CRITICAL	Place phone in header. Wrap in tel: link for mobile click-to-call.

Contact Form — Max 5 Fields	How many fields in your main contact form?	<u>/2</u>	HIGH	Remove unnecessary fields. Name, phone/email, message is enough.
Confirmation After Form Submit	Does a thank-you message appear after a form is submitted?	<u>/1</u>	MEDIUM	Add a thank-you message or redirect page. Confirm response timeframe.
WhatsApp / Messaging Integration	Is there a WhatsApp button or live chat option? (Critical for Kenya/Africa)	<u>/2</u>	HIGH	Add floating WhatsApp button. Link to pre-filled WhatsApp message.
Pricing Visible or Accessible	Can a visitor find pricing or 'Get a Quote' on service pages?	<u>/2</u>	HIGH	Add starting prices or a clearly labelled 'Request Quote' button per service.
Clear Value Proposition	Does the homepage explain within 5 seconds what you do, for whom, and why you?	<u>/2</u>	CRITICAL	Rewrite hero section. One headline, one sub-headline, one CTA.

Section 05 Total: ___ / 25

Google uses mobile-first indexing — your mobile site is the one Google actually evaluates for rankings. Not your desktop version. If your mobile site is slow, cramped, or hard to navigate, your rankings suffer and your visitors leave. For local businesses, where the majority of searches happen on mobile, this section is not optional.

6.1 — Mobile Rendering & Layout

Audit Item	How to Check / Find It	Score	Priority	Fix Required
Mobile-Friendly Test — Passes	search.google.com/test/mobile-friendly	<u>/3</u>	CRITICAL	Fix all issues reported by the Google Mobile-Friendly Test tool.
Text Readable Without Zooming	Open site on an actual Android phone. Is all text readable?	<u>/2</u>	CRITICAL	Ensure body font is minimum 16px. Check paragraphs don't overflow screen.
No Horizontal Scrolling	Test on mobile. Does any page require left-right scrolling?	<u>/2</u>	CRITICAL	Fix layout overflow. Use max-width: 100% on images and containers.
Touch Targets — Minimum 48px	Are all buttons and links large enough to tap accurately on mobile?	<u>/2</u>	HIGH	Increase button and link height to minimum 48px. Add padding to small links.
Popups Non-Intrusive on Mobile	Do popups cover the full screen on mobile? (Google penalty risk)	<u>/2</u>	HIGH	Remove full-screen mobile popups. Use banners or smaller, dismissible overlays.

6.2 — Mobile Speed & Performance

Audit Item	How to Check / Find It	Score	Priority	Fix Required
Mobile PageSpeed Score 60+	pagespeed.web.dev — Mobile tab	<u>/3</u>	CRITICAL	Compress all images. Defer non-critical JavaScript. Enable GZIP compression.
Images Compressed & WebP Format	Check image file sizes in browser DevTools Network tab.	<u>/2</u>	HIGH	Convert all images to WebP. Max 150KB per image on mobile pages.
Mobile Conversion Path Tested	Complete full enquiry or purchase journey on a real mobile device.	<u>/2</u>	CRITICAL	Fix any broken steps in mobile conversion journey. Test monthly.

Click-to-Call Working on Mobile	Tap phone number on mobile — does it open the dialler?	<u>2</u>	CRITICAL	Wrap all phone numbers in tags.
--	--	----------	-----------------	--

Section 06 Total: ___ / 20

Trust is the conversion signal most businesses underestimate. A visitor who does not trust your website will not contact you — no matter how good your SEO or how clear your CTA. Trust is built through visible evidence of legitimacy: real people, real reviews, real credentials, and a website that looks like it belongs to a serious business.

★ 7.1 — Social Proof & Reviews

Audit Item	How to Check / Find It	Score	Priority	Fix Required
Testimonials — Real Names & Companies	Are testimonials attributed to real people with names and company?	<u>/3</u>	HIGH	Replace anonymous testimonials. Add full name, company, location, photo where possible.
Google Reviews Widget or Screenshot	Is your current Google rating visible on the website?	<u>/2</u>	HIGH	Add a Google Reviews embed or screenshot with your current rating.
Case Studies with Measurable Outcomes	Are there case studies showing real client results with numbers?	<u>/2</u>	HIGH	Create 2–3 case studies. Include before/after, numbers, timeline, client name.
Client Logos or Partner Logos	Are logos of notable clients or partners displayed?	<u>/2</u>	MEDIUM	Add client logo strip. Even 3–4 recognisable logos build significant trust.

🏆 7.2 — Credentials & Business Legitimacy

Audit Item	How to Check / Find It	Score	Priority	Fix Required
Business Registration / Certification Visible	Is registration number, license, or accreditation mentioned?	<u>/2</u>	MEDIUM	Add registration number to footer or About page. List relevant accreditations.
Team Page with Real Photos	Does About Us feature real photos and bios of named team members?	<u>/2</u>	HIGH	Create team profiles with real headshots, names, titles, and brief bios.
Physical Address + Map	Is there a verifiable physical address and embedded map?	<u>/2</u>	HIGH	Add full address and embedded Google Map. Must match GBP pin exactly.
Professional Design — No Broken Elements	Are there any broken images, layout glitches, or outdated design elements?	<u>/3</u>	HIGH	Fix all visual errors. Update outdated design sections. Check cross-browser.

Section 07 Total: ___ / 20

Internal links distribute authority across your site and tell Google which pages matter most. Poor internal linking leaves powerful pages isolated, buries important content too deep for Google to find, and wastes the authority your external backlinks deliver. This is one of the most overlooked levers in local SEO.

Audit Item	How to Check / Find It	Score	Priority	Fix Required
Key Pages Accessible in 3 Clicks	From homepage, can you reach every important page in 3 clicks or fewer?	<u>/2</u>	HIGH	Reorganise site navigation. Add contextual links from homepage to key pages.
Homepage Links to Key Service Pages	Does homepage link directly to each core service page?	<u>/2</u>	HIGH	Add service links in homepage body or navigation. Not just footer.
Contextual Internal Links in Content	Do blog posts and service pages link to other relevant pages?	<u>/2</u>	HIGH	Add 2–4 contextual internal links per page to related services and resources.
Descriptive Anchor Text	Are internal links using keyword-rich anchor text (not just 'click here')?	<u>/2</u>	MEDIUM	Replace generic anchor text. Use descriptive phrases matching target page keywords.
No Orphan Pages	Use Screaming Frog. Identify pages with zero internal links pointing to them.	<u>/2</u>	HIGH	Add at least one internal link to every page on the site.
Crawl Depth — No Pages Beyond Level 4	Run Screaming Frog crawl. Check crawl depth of all pages.	<u>/2</u>	MEDIUM	Flatten site architecture. High-value pages should be within 3 levels of homepage.
Breadcrumbs Implemented	Do inner pages show breadcrumb trail? (e.g. Home > Services > Web Design)	<u>/1</u>	LOW	Enable breadcrumbs via Yoast/Rank Math or theme settings.
Broken Internal Links — Zero	GSC > Crawl > Internal links. Any 404s from internal links?	<u>/2</u>	CRITICAL	Fix all broken internal links. Redirect deleted pages to relevant alternatives.

Section 08 Total: ___ / 15 (Note: section has 17 max available — cap at 15)

Backlinks are votes of confidence from other websites. For local businesses, the most valuable links are local ones — from local newspapers, business associations, chambers of commerce, local blogs, and community organisations. A handful of strong local backlinks often outperforms hundreds of low-quality directory links.

9.1 — Backlink Profile Overview

Metric	Your Current Status	Target / Benchmark
Domain Authority (Moz) or DR (Ahrefs)	___	Aim to grow 5 pts per quarter
Total Referring Domains	___	Quality over quantity — aim for 20+ diverse
Local / Geo-Relevant Backlinks	___	At least 30% of links from local sources
Industry / Niche-Relevant Links	___	At least 40% from same niche or related topics
Toxic / Spammy Links Identified	___	Zero — disavow any found
Links from .gov or .edu Domains	___	Even 1–2 are highly valuable
Competitor Avg Domain Rating	___	Note from Ahrefs/Semrush for gap analysis

9.2 — Local Link Opportunities

Audit Item	How to Check / Find It	Score	Priority	Fix Required
Chamber of Commerce Listing	Is business listed on local chamber of commerce website?	<u>/2</u>	HIGH	Join chamber. Get listed. This is a high-trust local citation and backlink.
Local News / Media Mentions	Has business been featured in local news or publications?	<u>/2</u>	HIGH	Pitch local news. Sponsor events. Issue press releases for achievements.
Industry Association Links	Is business listed in relevant industry association directories?	<u>/3</u>	HIGH	Join relevant associations. Most provide member directory listings with backlinks.
Partner / Supplier Links	Do any partner or supplier websites link back to yours?	<u>/2</u>	MEDIUM	Ask partners and suppliers for reciprocal or one-way links where relevant.
Community / Sponsorship Links	Has business sponsored local	<u>/3</u>	MEDIUM	Sponsor local events or charities. Most provide a

	events, teams, or causes?			backlink from their website.
Guest Posts on Local Blogs	Any bylined articles or guest posts on local industry blogs?	<u> </u> /3	MEDIUM	Identify 3–5 local blogs in your niche. Pitch original articles with bio link.

Section 09 Total: / 15

Competitor analysis converts abstract SEO goals into concrete competitive actions. You do not need a perfect website — you need one that is better than the alternatives your customers are comparing you to. Find where competitors are weak and exploit those weaknesses systematically.

10.1 — Competitor Identification

Open Google in an incognito window. Search your primary keyword + city. Note the top 3 organic results AND the top 3 Map Pack results. These 3–6 businesses are your true competitors for this audit.

#	Business Name	Website URL	Map Pack / Organic Position
1			
2			
3			

10.2 — Head-to-Head Comparison

Metric	You	Competitor 1	Competitor 2	Notes
Domain Authority (Moz DR)				
Total Referring Domains				
Estimated Monthly Traffic				
Number of Pages Indexed				
Google Reviews — Total				
Google Reviews — Avg Rating				
Map Pack Position				
Has Location Pages?	Y/N	Y/N	Y/N	
Has FAQ Content?	Y/N	Y/N	Y/N	
Mobile Speed Score				
Blog / Content Active?	Y/N	Y/N	Y/N	

10.3 — Gap Analysis & Opportunities

Keywords competitors rank for that you do not — these are your content gaps:

Links competitors have that you do not — from local directories, media, or partners:

Areas where all 3 competitors are weak — your easiest wins:

Audit Item	How to Check / Find It	Score	Priority	Fix Required
Content Gap — Missing Topics	Compare competitor sitemap to yours. Note pages they have that you lack.	_/3	HIGH	Create the missing pages. Prioritise topics with existing search demand.
Backlink Gap — Missing Sources	Run competitor URL in Ahrefs/Semrush. Note links you do not have.	_/3	HIGH	Build a target list of missing link sources. Pursue highest-authority first.
Keyword Gap — Missing Rankings	Use Semrush Keyword Gap or Ahrefs Content Gap tool.	_/3	HIGH	Create or optimise pages for the keywords where competitors rank but you don't.
UX Advantage Identified	Compare competitor UX, CTAs, and conversion points to yours.	_/3	MEDIUM	Implement UX improvements that competitors have missed. Document as competitive advantage.
Local Signal Gap	Check competitor GBP, citations, and location pages vs yours.	_/3	HIGH	Build the local signals your competitors have that you are missing. Prioritise high-authority ones.

Section 10 Total: ___ / 15

MASTER SCORE SUMMARY & DIAGNOSIS

Section	Max Pts	Your Score	% Score	RAG Status
01 — Technical Foundation	25	—	—%	● / ● / ●
02 — On-Page SEO	20	—	—%	● / ● / ●
03 — Local SEO Signals	25	—	—%	● / ● / ●
04 — Content Quality	20	—	—%	● / ● / ●
05 — User Experience & Conversion	25	—	—%	● / ● / ●
06 — Mobile Performance	20	—	—%	● / ● / ●
07 — Trust & Credibility	20	—	—%	● / ● / ●
08 — Internal Linking & Architecture	15	—	—%	● / ● / ●
09 — Backlink & Authority Profile	15	—	—%	● / ● / ●
10 — Competitor Benchmarking	15	—	—%	● / ● / ●
OVERALL TOTAL	200	—	—%	Overall RAG

SCORE DIAGNOSIS

Score	Status	What This Means
0 to 60	Critical: High Risk	Fundamental issues actively harming rankings and conversions. Fix Sections 01, 03, and 05 first.
61 to 100	Poor: Significant Gaps	Some presence but losing to more consistent competitors. Focus on sections scored under 50 percent.
101 to 130	Average: Inconsistent	Visible but not dominant. Targeted fixes in 2-3 weak sections produce significant ranking jumps.
131 to 160	Good: Competing Seriously	Solid foundation. Differentiate through content depth, local authority, and trust signals.
161 to 185	Excellent: Local Market Leader	Outperforming most local competitors. Maintain system and monitor quarterly for threats.
186 to 200	Outstanding: Benchmark Standard	Best-in-class local website. Protect, improve, and systematise everything that is working.

PRIORITY ACTION MATRIX

Transfer your lowest-scoring items here. Group them by impact and effort. Tackle the top-right quadrant first — high impact, low effort. These are your fastest wins.

● CRITICAL — Do This Week	● HIGH — Complete Month 1
1. 2. 3. 4. 5. 6.	7. 8. 9. 10. 11. 12.
● MEDIUM — Month 2	● LOW / GROWTH — Month 3
13. 14. 15. 16. 17. 18.	19. 20. 21. 22. 23. 24.

30 / 60 / 90 DAY IMPLEMENTATION PLAN

Build your specific plan here based on your audit findings. Column 4 tracks completion. Review every Monday morning.

Phase 1: Days 1–30 | Fix Critical & High Priority Items

#	Task / Action	Owner	Due	Done
1				<input type="checkbox"/>
2				<input type="checkbox"/>
3				<input type="checkbox"/>
4				<input type="checkbox"/>
5				<input type="checkbox"/>
6				<input type="checkbox"/>
7				<input type="checkbox"/>

Phase 2: Days 31–60 | Build Authority & Optimise Content

#	Task / Action	Owner	Due	Done
1				<input type="checkbox"/>
2				<input type="checkbox"/>
3				<input type="checkbox"/>
4				<input type="checkbox"/>
5				<input type="checkbox"/>
6				<input type="checkbox"/>
7				<input type="checkbox"/>

Phase 3: Days 61–90 | Growth, Links & Competitive Advantage

#	Task / Action	Owner	Due	Done
1				<input type="checkbox"/>

2				<input type="checkbox"/>
3				<input type="checkbox"/>
4				<input type="checkbox"/>
5				<input type="checkbox"/>
6				<input type="checkbox"/>
7				<input type="checkbox"/>

RECOMMENDED AUDIT TOOLS

Tool	URL	Cost	Best Used For
Google Search Console	search.google.com/search-console	Free	Indexation, errors, search performance, CWV
Google Analytics 4	analytics.google.com	Free	Traffic, behaviour, conversions, user flow
PageSpeed Insights	pagespeed.web.dev	Free	Speed, Core Web Vitals, mobile performance
Google Rich Results Test	search.google.com/test/rich-results	Free	Schema markup validation
Google Mobile-Friendly Test	search.google.com/test/mobile-friendly	Free	Mobile rendering check
SSL Labs	ssllabs.com/ssltest	Free	SSL certificate quality and security grading
Screaming Frog SEO Spider	screamingfrog.co.uk	Free / Paid	Full technical crawl, broken links, crawl depth
Broken Link Checker	brokenlinkcheck.com	Free	Quick broken link audit without software
Ahrefs Webmaster Tools	ahrefs.com/webmaster-tools	Free	Backlinks, referring domains, keyword rankings
Semrush (limited free)	semrush.com	Free / Paid	Keywords, competitors, site audit, gap analysis
Moz Local	moz.com/local	Paid	Citation consistency, listing management
BrightLocal	brightlocal.com	Paid	Local rank tracking, review management, citations
GTmetrix	gtmetrix.com	Free / Paid	Waterfall speed analysis, load breakdown
Cloudflare	cloudflare.com	Free	CDN, security, speed — works well in Kenya/Africa
TinyPNG / Squoosh	tinypng.com / squoosh.app	Free	Image compression before upload

QUARTERLY AUDIT REVIEW LOG

Record your overall score after each quarterly audit. Track progress over time. If a section score drops quarter-over-quarter, investigate immediately.

Section	Q1 Score	Q2 Score	Q3 Score	Q4 Score	Trend	RAG
---------	----------	----------	----------	----------	-------	-----

01 — Technical						
02 — On-Page SEO						
03 — Local Signals						
04 — Content						
05 — UX & CRO						
06 — Mobile						
07 — Trust						
08 — Internal Links						
09 — Backlinks						
10 — Competitors						
TOTAL / 200						

Want Marginseye to complete this audit for you?

We deliver a full scored audit report, a prioritised action plan, and optional implementation — so your website starts winning local search.

marginseye.com | hello@marginseye.com | **Trusted by 8,000+ businesses**