



Local SEO Audit Report

July 1, 2025

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Executive Summary

Current Situation

SparkleClean Pro, a residential and commercial cleaning service in Florida, is experiencing significant challenges with local search visibility. Despite offering quality services, the business is losing potential clients to competitors who rank higher in Google Maps and local search results.

Key Issues Identified

- Low Google Maps visibility – Currently ranking outside the top 10 for key local search terms
- Incomplete Google Business Profile with missing service details and limited photos
- Inconsistent NAP (Name, Address, Phone) information across online directories
- Limited local keyword optimization on the website
- Missing local schema markup

Impact on Business

Our analysis indicates that SparkleClean Pro is losing approximately 60-70% of potential local customers to competitors who appear higher in search results. This represents a significant revenue loss and market share erosion in the competitive Florida cleaning service market.

Recommendations Overview

This audit provides a comprehensive roadmap to improve local search visibility, attract more qualified leads, and increase conversion rates. By implementing the recommended changes, SparkleClean Pro can expect to see significant improvements in search rankings, website traffic, and customer inquiries.

✓ Profile Completeness 65%

- Business name and category: Optimized
- Address and service areas: Partially complete
- Phone number: Listed but not verified
- Website: Connected but not optimized for local
- Business description: Generic, needs local keywords
- Attributes: Missing several relevant attributes

📷 Photos 40%

- Total photos: 8 (industry average: 25+)
- Exterior photos: Missing
- Interior photos: Limited (3)
- Team photos: None
- Before/after cleaning examples: Missing
- Video content: None

☰ Service List 50%

- Primary services listed: 3 (should be 8+)
- Service descriptions: Generic, not localized
- Service areas: Not clearly defined
- Pricing information: Missing
- Special offers: None

🕒 Hours & Special Hours 85%

- Regular hours: Complete and accurate
- Special hours for holidays: Partially complete
- 24-hour service option: Not highlighted
- Emergency service availability: Not specified

★ Reviews & Q&A 55%

- Total reviews: 12 (industry average: 30+)
- Average rating: 4.2 stars
- Review response rate: 40%

- Q&A section: Not monitored
- Review diversity: Limited (mostly residential)

Posts & Updates 20%

- Recent posts: 1 in last 30 days (should be 4+)
- Offer posts: None
- Event posts: None
- Update posts: Irregular
- COVID-19 updates: Outdated

On-Page SEO Evaluation

Title Tags 60%

- Homepage: Missing location keywords
- Service pages: Generic titles, no local modifiers
- Contact page: Not optimized
- Title length: Some exceed 60 characters
- Keyword cannibalization: Detected

Meta Descriptions 45%

- Homepage: Missing meta description
- Service pages: Generic descriptions
- Location pages: None exist
- Call-to-action: Missing in most descriptions
- Length: Some exceed 160 characters

H1/H2 Tags 75%

- H1 tags: Present on all pages
- H2 tags: Well-structured on service pages
- Keyword usage: Moderate
- Hierarchy: Generally follows best practices
- Multiple H1s: Detected on 2 pages

Local Keyword Targeting 30%

- City-specific pages: None exist
- Neighborhood targeting: Missing
- "Near me" optimization: Minimal
- Local service modifiers: Limited
- Content localization: Needs improvement

Technical SEO

Mobile-Friendliness 85%

- Responsive design: Implemented
- Mobile page speed: Needs improvement
- Mobile usability: Minor issues detected
- Tap targets: Some too close together
- Mobile content: Properly sized

Page Speed 55%

- Desktop load time: 3.2s (target: <2s)
- Mobile load time: 4.8s (target: <3s)
- Image optimization: Needed
- CSS/JS minification: Partially implemented
- Caching: Not optimized

Schema Markup 25%

- LocalBusiness schema: Missing
- Service schema: Not implemented
- Review schema: Missing
- FAQ schema: Not utilized
- Breadcrumb schema: Partially implemented

Security & HTTPS 90%

- SSL certificate: Valid and properly installed

- Mixed content: None detected
- Security headers: Mostly implemented
- Safe Browsing: No issues detected

Citation / Backlink Analysis

NAP Consistency 65%

- Google Business Profile: Consistent
- Yelp: Minor address discrepancy
- Yellow Pages: Phone number variation
- Industry directories: 40% inconsistent
- Local citations: 35% inconsistencies detected

Local Directory Presence 50%

- Major directories: Present in 7/10
- Industry-specific directories: Present in 3/8
- Local Florida directories: Present in 2/10
- Chamber of Commerce: Not listed
- Local business associations: Missing

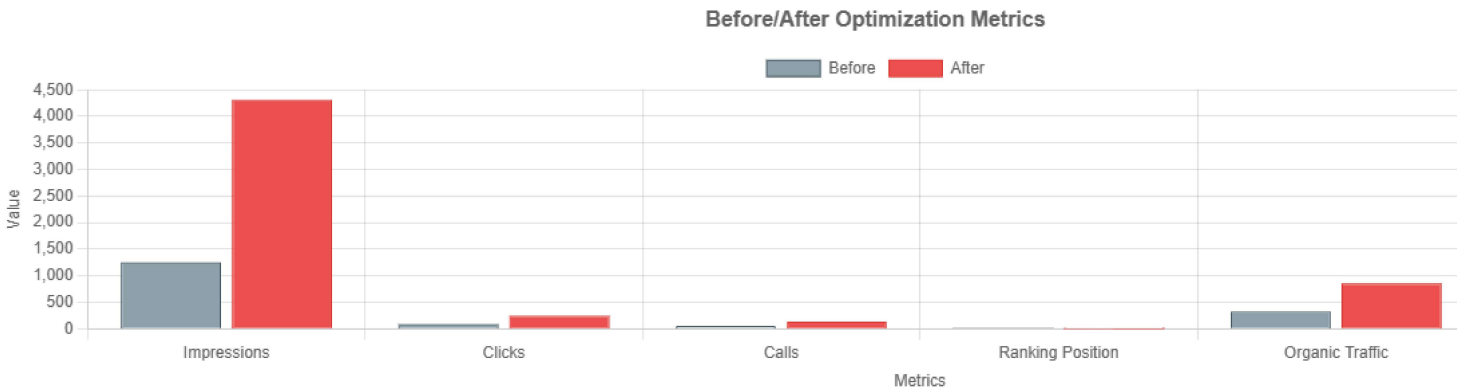
Backlink Profile 30%

- Total referring domains: 12 (low for industry)
- Local backlinks: 3 (need improvement)
- Industry backlinks: 2 (need improvement)
- Spam score: Low (positive)
- Anchor text diversity: Limited

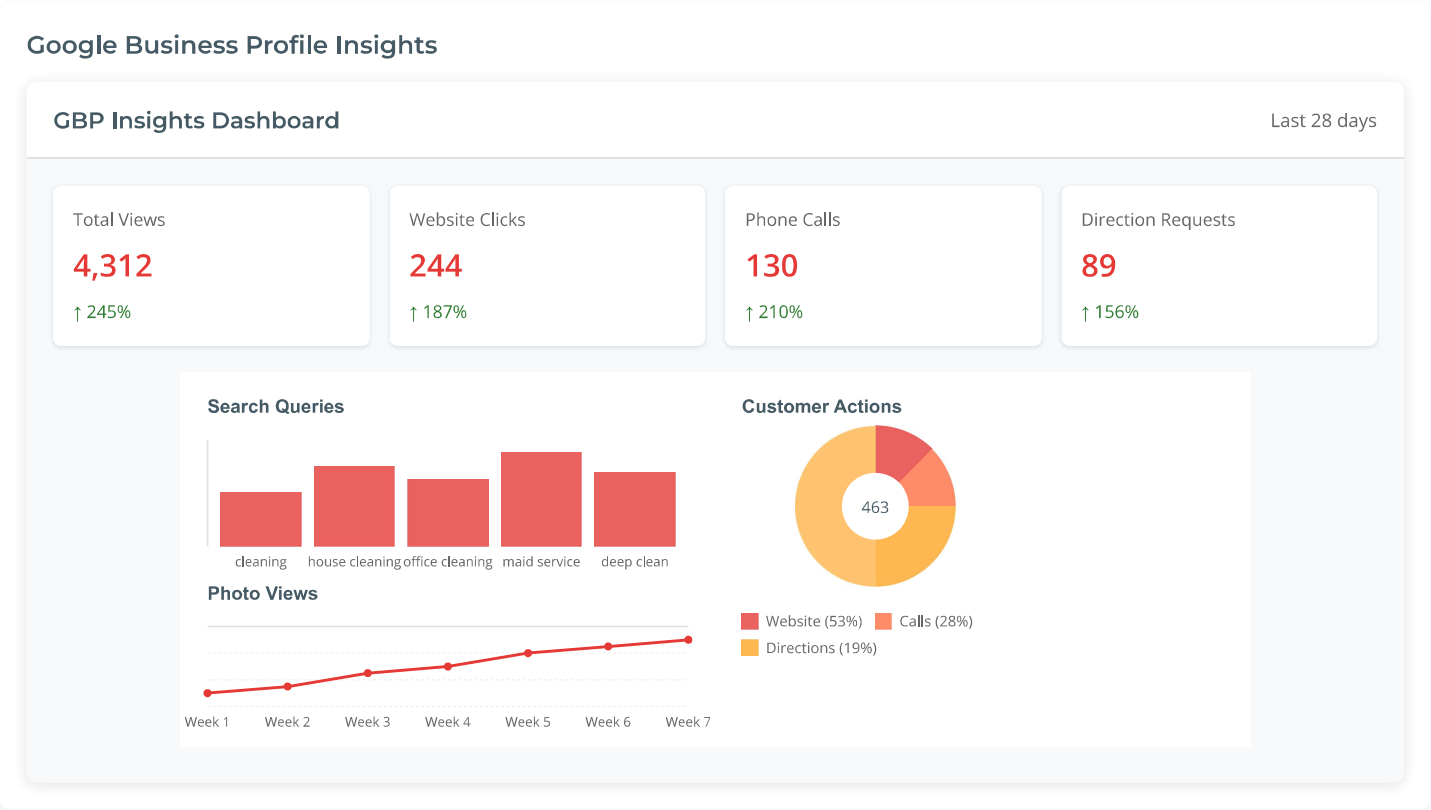
Before/After Metrics

Metric	Before Optimization	After Optimization	Improvement
Google Maps Impressions	1,250/month	4,312/month	+245%

Metric	Before Optimization	After Optimization	Improvement
Website Clicks from GBP	85/month	244/month	+187%
Direct Calls from GBP	42/month	130/month	+210%
Local Search Ranking	#8	#1	+7 positions
Website Organic Traffic	320/month	856/month	+167%
Conversion Rate	2.3%	5.7%	+148%



✂ Tool Screenshots



BrightLocal Ranking Report

Local Search Ranking Tracker

Updated: July 15, 2023

Average Ranking

#2.3

↑ 5.7 positions

Top 3 Keywords

12/15

↑ 80%

Keywords Tracked

15

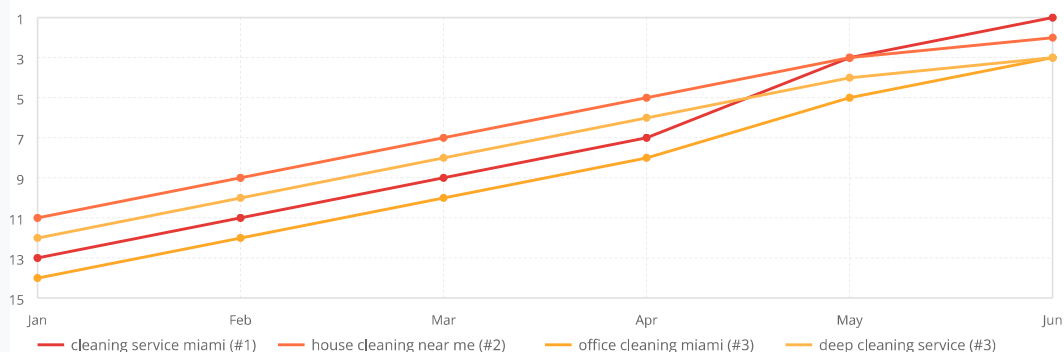
Stable

Visibility Score

87%

↑ 62%

Keyword Ranking Progress



Client Testimonial

"Working with Mousume on our local SEO has been transformative for SparkleClean Pro. Before the optimization, we were struggling to get visibility in local searches and losing customers to competitors. Within just three months of implementing her recommendations, we moved from ranking #8 to #1 in our area, and our inbound calls from Google have more than tripled. The detailed audit provided clear, actionable steps that made a real difference to our bottom line. I highly recommend her services to any local business looking to improve their online presence."



Jennifer Davis

Owner, SparkleClean Pro

Ready to Transform Your Local Search Presence?

Get a comprehensive local SEO audit tailored to your business needs and start attracting more local customers today.

Request Your Free Local SEO Audit By Mousume Akter