

The Staffordshire Local Business Website & SEO Audit Checklist

A practical, no-nonsense checklist for Staffordshire small businesses. No ranking guarantees, just the real, checkable basics that decide whether search engines and potential customers can find, trust and contact you.

1. Business details (NAP)

- Your business Name, Address and Phone number match exactly across your website, Google Business Profile, Facebook and any directory listings.
- Your phone number is a clickable tel: link on mobile, not just plain text.
- Your address includes the actual town or area you serve, not just a vague region.
- Your email address goes to an inbox someone actually checks.

2. Google Business Profile

- Your primary category accurately reflects what you do (e.g. "Electrician", not "Home Services").
- You've added 2-3 relevant secondary categories where genuinely applicable.
- Opening hours are correct and kept up to date, including bank holidays.
- You have a steady flow of recent reviews with real text, not just star ratings.
- You reply to reviews, good and bad, within a reasonable time.
- At least one real photo of your work or premises, not a stock image.

3. Page structure

- Each core service has its own dedicated page, not one paragraph on a general "Services" page.
- Every page has exactly one clear H1 heading that describes the page.
- Page titles name both the service and the area (e.g. "Boiler repairs in Stafford").
- Every page has a genuine, unique meta description under about 160 characters.

4. Technical basics

- Your site runs on HTTPS (a padlock in the browser bar, not a warning).
- You have a working sitemap.xml and a robots.txt that isn't blocking real pages.
- No broken internal links (check your main navigation and footer).
- The site loads reasonably quickly on a phone, not just a desktop browser.
- The site is genuinely usable on a small screen: no pinch-to-zoom required.

5. Local content

- Real sentences naming the towns and areas you actually cover, not just a list buried in the footer.
- At least one genuine case study, project photo set or example of finished work.

- Clear, honest results or outcomes where you have them, no invented statistics.
- A visible, working route to contact you from every page (phone, form or both).

6. Structured data (schema)

- Basic Organization or LocalBusiness schema so search engines know who you are.
- FAQ schema on any page with a genuine, visible FAQ section.
- Service schema for your core offerings, linked back to one canonical business entity.
- No schema describing something that isn't actually true or visible on the page.

Want a second pair of eyes on your actual website instead of a checklist? WebAscend is an independent web design studio based in Uttoxeter, working with businesses across Staffordshire and Derbyshire. Get in touch at webascend.uk/contact for an honest, specific read on your site, not a generic sales pitch.

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