

BLUE TONGUE MARKETING

Adelaide Local SEO Checklist

A simple audit guide for small businesses in South Australia
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Use this checklist to audit your business's local SEO presence. Each section covers a key area that affects how you appear on Google. Tick off what's done, note what's missing, and use the results to prioritise your next steps. If you'd like a free personalised audit, contact us at rory.a@bluetonguemarketing.com.

1. Google Business Profile (GBP)

Your GBP is the single most important local SEO asset. It powers your appearance in Google Maps and the local pack.

- Profile is claimed and verified
 - Business name matches exactly what appears on your website and other directories
 - Correct business category selected (primary + secondary categories)
 - Business description written with relevant local keywords
 - Address and phone number are accurate and consistent
 - Service area is defined (suburbs/regions you service)
 - Business hours are correct and kept up to date
 - At least 5 real photos uploaded (interior, exterior, team, work examples)
 - Services listed with descriptions and pricing where possible
 - Messaging feature enabled
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2. NAP Consistency (Name, Address, Phone)

Google cross-references your business details across the web. Inconsistencies confuse the algorithm and hurt your local ranking.

- Business name, address, and phone number are identical across all platforms
 - NAP is visible in the footer of your website
 - NAP matches what is listed on your Google Business Profile
 - Listed on TrueLocal with consistent NAP
 - Listed on Yellow Pages Australia with consistent NAP
 - Listed on Yelp Australia with consistent NAP
 - Listed on your industry-specific directories (if applicable)
 - Australian Business Register listing is active and accurate
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3. On-Page SEO Fundamentals

These are the core elements Google reads on every page of your website to understand what you do and where you do it.

- Each page has a unique, descriptive title tag (under 60 characters)
- Title tags include your primary keyword and location (e.g., 'Plumber Adelaide')
- Each page has a unique meta description (under 155 characters)
- There is exactly one H1 tag per page, containing your primary keyword
- H2 and H3 subheadings are used to structure content logically
- Your suburb/city is mentioned naturally in the body content
- All images have descriptive alt text (not filenames like 'IMG_1234')
- Internal links connect related pages across your site
- No broken links exist on your website
- Your website loads in under 3 seconds on mobile
- Your website is mobile-friendly (test at search.google.com/test/mobile-friendly)

Not sure where to start? BlueTongue Marketing offers a free consultation to walk through your results and identify your biggest opportunities. We work with Adelaide and South Australian businesses on a simple monthly retainer — no lock-in contracts.

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