

The Audit Scorecard

All 30 checks from Chapter 1. Mark each one G (good as it is), Y (exists, needs work), or R (missing or wrong), and write what you found. Chapter 1 explains every check.

Search yourself

#	Check	G / Y / R	Notes
1	Search your business name and your town; read the first 20 results	☐ G ☐ Y ☐ R	
2	Search your service plus each town you serve; note the map pack	☐ G ☐ Y ☐ R	
3	Write down the directories that show up for your search	☐ G ☐ Y ☐ R	

Ask AI about yourself

#	Check	G / Y / R	Notes
4	"Who are the top 3...?" Is your business named? Which sources?	☐ G ☐ Y ☐ R	
5	"Why isn't my business in the top 3?"	☐ G ☐ Y ☐ R	
6	"What are the cons of my business?"	☐ G ☐ Y ☐ R	
7	"Why does my top competitor show up?"	☐ G ☐ Y ☐ R	
8	Independent footprint prompt, in deep research mode	☐ G ☐ Y ☐ R	

Check your Google Business Profile

#	Check	G / Y / R	Notes
9	Only one listing	☐ G ☐ Y ☐ R	
10	Verified, with no warnings	☐ G ☐ Y ☐ R	
11	Primary category matches the top competitors	☐ G ☐ Y ☐ R	
12	Real address, close to where you want to rank	☐ G ☐ Y ☐ R	
13	Service areas the right size for your market	☐ G ☐ Y ☐ R	
14	Hours accurate and matching your website	☐ G ☐ Y ☐ R	

15	Every field complete: description, services, photos, attributes	☐ G ☐ Y ☐ R	
16	Chat and phone answered fast	☐ G ☐ Y ☐ R	
17	Active: recent posts, photos, and review replies	☐ G ☐ Y ☐ R	
18	Access list clean; you own your domain, hosting, and accounts	☐ G ☐ Y ☐ R	

Check that the internet agrees about you

#	Check	G / Y / R	Notes
19	Official name, address, and phone written down	☐ G ☐ Y ☐ R	
20	NAP matches everywhere; BBB and chamber listed	☐ G ☐ Y ☐ R	
21	Phone number search shows no other business	☐ G ☐ Y ☐ R	

Check your website

#	Check	G / Y / R	Notes
22	"site:yourdomain.com" shows no junk or missing pages	☐ G ☐ Y ☐ R	
23	Homepage: what, where, a tap-to-call number, and your USP up top	☐ G ☐ Y ☐ R	
24	Works and loads fast on a real phone	☐ G ☐ Y ☐ R	
25	A page for every service, with prices or ranges	☐ G ☐ Y ☐ R	
26	Domain history is clean	☐ G ☐ Y ☐ R	
27	Google Search Console is set up	☐ G ☐ Y ☐ R	

Size up the competition

#	Check	G / Y / R	Notes
28	Three competitors picked	☐ G ☐ Y ☐ R	
29	Reviews, categories, pages, and directories compared	☐ G ☐ Y ☐ R	
30	Cheaters documented: stuffed names, fake addresses	☐ G ☐ Y ☐ R	

Your baseline, this month

Month	Profile views	Calls	Direction requests	Website clicks	Leads

Two questions to ask AI on every task

Before it starts: "Are there any questions I could answer that would help you better complete this task?"
After it finishes: "Knowing what you know now, would you do anything different?"

From *Halo One: The Local Digital Domination System* by Ryan McCain. Free at norzer.me/book. Want a second set of eyes? Readers get a discounted audit at norzer.me/contact (send proof of purchase).