

LOCAL SEO AUDIT & STRATEGY TEMPLATE

Mecosta County, MI Market Focus — 2026 Edition

How to use this template: This workbook is designed for businesses targeting Big Rapids, Green Charter Township, Wheatland, Morton, and surrounding Mecosta County regions. Complete each verification checkmark, document local competitor anomalies, and outline explicit geo-targeted remedies to capture local Search Engine Results Pages (SERPs).

**Business
Name:**

Audit Date:

**Website
URL:**

Audited By:

1. Google Business Profile (GBP) & Map Pack Optimization

Maximizing visibility within the local 3-pack for Mecosta County geo-identifiers and proximity triggers.

AUDIT ELEMENT	STATUS (P / F / NA)	FINDINGS & MECOSTA CONTEXT	2026 OPTIMIZATION ACTION
Core NAP Consistency	<input type="checkbox"/>	Ensure exact Name, Address, and Phone match official business filings. No keyword stuffing.	
Primary Category Selection	<input type="checkbox"/>	Audit top-ranked competitors in Big Rapids to mirror the standard industry primary category.	
Service Area Definitions	<input type="checkbox"/>	Explicitly define boundaries (e.g., Big Rapids 49307, Stanwood 49346, Morley 49336, Barryton 49305).	
Local Phone Number Verification	<input type="checkbox"/>	Primary number must use a local (231) area code rather than toll-free lines where possible.	
GBP Products / Services	<input type="checkbox"/>	Check if custom service menus match actual local search query descriptions used by area residents.	

AUDIT ELEMENT	STATUS (P / F / NA)	FINDINGS & MECOSTA CONTEXT	2026 OPTIMIZATION ACTION
Google Reviews Velocity	[]	Analyze review volume against top 3 local competitors. Note mentions of "Mecosta", "Big Rapids", or local landmarks.	

2. On-Page Local Entity & Geo-Targeting Signals

Optimizing domain elements to establish contextual relevance to Ferris State University footprints and regional hubs.

AUDIT ELEMENT	STATUS (P / F / NA)	FINDINGS & MECOSTA CONTEXT	2026 OPTIMIZATION ACTION
Title Tags & Meta Descriptions	[]	Verify presence of "Mecosta County", "Big Rapids, MI" or relevant township tags within structural metadata.	
H1/H2 Heading Architecture	[]	Incorporate targeted localized headings (e.g., "Serving the Big Rapids Community Since...").	
Local Schema Markup	[]	Deploy valid LocalBusiness JSON-LD schema containing exact latitude/longitude coordinates.	
Embedded Map Integration	[]	Check if an official Google Maps iframe sharing your claimed location is embedded in the footer/contact page.	
Location-Specific Landing Pages	[]	Required if business serves multiple distinct hubs like Canadian Lakes vs. Downtown Big Rapids.	

3. Local Citation & Citations Cleanliness (NAP Audit)

Eradicating duplicate entries, structural fragmentation, and legacy address errors across primary regional aggregators.

CITATION DIRECTORY	STATUS (P / F / NA)	CURRENT LISTED NAP	DISCREPANCY RESOLUTION ACTION
Apple Maps / Bing Places	<input type="checkbox"/>		
Yelp for Business	<input type="checkbox"/>		
Mecosta County Chamber Memberships	<input type="checkbox"/>	Cross-check official profile on mecostacounty.com for outbound links and category mapping.	
YellowPages / WhitePages	<input type="checkbox"/>	Check for historic data issues from past relocations or phone changes.	
Local Michigan Directories	<input type="checkbox"/>	Identify citations on state/regional directories focused on West/Central Michigan.	

4. Mecosta County Hyper-Local Target Keyword Matrix

Track and prioritize high-intent queries that dictate market share across specific regional areas.

CORE KEYWORD + GEOGRAPHY	CURRENT ORGANIC POSITION	LOCAL PACK PRESENCE?	TARGET PAGE URL
[Your Service] Big Rapids MI		<input type="checkbox"/> Yes <input type="checkbox"/> No	
[Your Service] Mecosta County		<input type="checkbox"/> Yes <input type="checkbox"/> No	
[Your Service] Canadian Lakes MI		<input type="checkbox"/> Yes <input type="checkbox"/> No	
[Your Service] Near Ferris State University		<input type="checkbox"/> Yes <input type="checkbox"/> No	
Best [Your Industry] Stanwood/Morley		<input type="checkbox"/> Yes <input type="checkbox"/> No	

5. Local Competitor Intelligence & Action Planner

Document and systematically outmaneuver the top three localized competitors on Google Maps.

COMPETITOR NAME	EST. REVIEW COUNT & RATING	PERCEIVED SEO STRENGTHS (CONTENT, BACKLINKS, CATEGORIES)	COUNTER-STRATEGY ACTION PLAN
Top Competitor 1:			
Top Competitor 2:			
Top Competitor 3:			

6. 2026 Local SEO Priority Roadmap

Based on the audit findings above, allocate execution ownership and target completion timelines for the top structural changes.

PRIORITY	STRATEGIC ACTION ITEM	OWNER	DEADLINE
HIGH			
MED			
LOW			