

LOCAL SEO AUDIT

# Ablaze Aesthetics

9256 US-42 Ste F, Union, KY 41091, USA

PREPARED FOR

**Ablaze Aesthetics**

PREPARED BY

**LocalAuditPro**

GENERATED

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This report highlights the highest-impact opportunities to improve local visibility, trust signals, rankings, and lead generation.

## EXECUTIVE SUMMARY

### OVERALL PERFORMANCE

**73**

/100

**Decent**

This audit identifies where the business is strong, where visibility may be leaking, and what should be fixed first.

#### BUSINESS

**Ablaze Aesthetics**

#### LOCATION

**9256 US-42 Ste F, Union, KY  
41091, USA**

#### FOCUS KEYWORDS

**beauty salon in union ky, hair  
care in union ky**

### Want help improving your rankings?

This audit can be used as a roadmap. Implementation is what drives real visibility, calls, and leads.

## PRIORITY ROADMAP

### What to Fix First

These are the lowest-scoring sections. Fixing them first usually creates the fastest improvement in visibility and conversions.

1

#### Authority Signals

Current score: **2/10**

##### RECOMMENDED ACTION

- Domain Authority: 6
- Page Authority: 18
- Linking Root Domains: 13

Impact: Improving this area can support better rankings, trust, and lead generation.

2

#### Reviews Strength

Current score: **4/10**

##### RECOMMENDED ACTION

- [!] Developing: 33 reviews -- aim for 50+ with 4.0+

Impact: Improving this area can support better rankings, trust, and lead generation.

3

#### Directory Visibility (Google)

Current score: **4/10**

##### RECOMMENDED ACTION

- Found: 3 / 8
- ValueSERP calls used: 8
- Source: ValueSERP (8-dir optimized)

Impact: Improving this area can support better rankings, trust, and lead generation.

## STRENGTHS

### What Is Already Working

Areas where the business is currently performing well.

- ✓ Ranking Difficulty & Opportunity
- ✓ Social Profiles
- ✓ Local SERP Environment
- ✓ Category Relevance
- ✓ Schema + On-Page
- ✓ AI Readiness
- ✓ Business Info
- ✓ GBP Profile Completeness
- ✓ Website
- ✓ NAP Consistency (Website)
- ✓ Local Trust Signals Health
- ✓ Photos
- ✓ Hours
- ✓ Operating Hours vs Competitors
- ✓ Duplicate Listing Risk
- ✓ Category Relevance & Competition

## OPPORTUNITIES

### What Needs Attention

Issues that should be improved to increase the score.

- ✗ Reviews Strength
- ✗ Directory Visibility (Google)
- ✗ Authority Signals
- ✗ Local Pack Visibility & Trust
- ✗ Review Momentum vs Market

## SCORECARD

### Section Scores Overview

A quick view of how each local SEO area performs.

SECTION	SCORE	SEVERITY	PROGRESS
Reviews Strength	4/10	Medium	<div><div style="width: 40%;"></div></div>
Directory Visibility (Google)	4/10	Medium	<div><div style="width: 40%;"></div></div>
Authority Signals	2/10	High	<div><div style="width: 20%;"></div></div>
Local Pack Visibility & Trust	5/10	Medium	<div><div style="width: 50%;"></div></div>
Review Momentum vs Market	5/10	Medium	<div><div style="width: 50%;"></div></div>
Ranking Difficulty & Opportunity	6/10	Medium	<div><div style="width: 60%;"></div></div>
Social Profiles	6/10	Medium	<div><div style="width: 60%;"></div></div>
Local SERP Environment	7/10	Low	<div><div style="width: 70%;"></div></div>
Category Relevance	10/10	Low	<div><div style="width: 100%;"></div></div>
Schema + On-Page	9/10	Low	<div><div style="width: 90%;"></div></div>
AI Readiness	9/10	Low	<div><div style="width: 90%;"></div></div>
Business Info	10/10	Low	<div><div style="width: 100%;"></div></div>
GBP Profile Completeness	10/10	Low	<div><div style="width: 100%;"></div></div>
Website	10/10	Low	<div><div style="width: 100%;"></div></div>
NAP Consistency (Website)	10/10	Low	<div><div style="width: 100%;"></div></div>
Local Trust Signals Health	10/10	Low	<div><div style="width: 100%;"></div></div>
Photos	8/10	Low	<div><div style="width: 80%;"></div></div>
Hours	10/10	Low	<div><div style="width: 100%;"></div></div>
Operating Hours vs Competitors	9/10	Low	<div><div style="width: 90%;"></div></div>
Duplicate Listing Risk	10/10	Low	<div><div style="width: 100%;"></div></div>
Category Relevance & Competition	10/10	Low	<div><div style="width: 100%;"></div></div>
PageSpeed & Core Web Vitals	0/10	High	<div><div style="width: 0%;"></div></div>

## DETAILED AUDIT

### Detailed Findings & Recommendations

Use this section as the working checklist for improvements.

#### Reviews Strength

4/10

Medium

- [!] Developing: 33 reviews -- aim for 50+ with 4.0+

#### Directory Visibility (Google)

4/10

Medium

- Found: 3 / 8
- ValueSERP calls used: 8
- Source: ValueSERP (8-dir optimized)
- [OK] Found on: yelp.com, facebook.com, mapquest.com
- [TIP] Missing: bbb.org, yellowpages.com, angi.com, homeadvisor.com, thumbtack.com

#### Authority Signals

2/10

High

- Domain Authority: 6
- Page Authority: 18
- Linking Root Domains: 13
- [MISS] Very weak authority
- [MISS] Very few linking domains
- [MISS] Weak page/brand authority

#### Local Pack Visibility & Trust

5/10

Medium

- [!] Business could not be confidently matched in returned local results
- Match confidence: Low
- [i] Position could not be safely confirmed without a place\_id match
- Top returned listings: Bombshell Studio Salon | Union Salon Suites | High Gloss salon
- Avg Top 3 Reviews: 99
- Your Reviews: 33
- Avg Top 3 Rating: 4.8\*
- Your Rating: 5.0\*
- SERP source: google\_places
- [i] Position is based on returned local results and can vary by location

### Review Momentum vs Market

5/10

Medium

- Your total reviews: 33
- Your rating: 5.0\*
- Recent review sample checked: 5 reviews
- Your reviews from visible sample - last 30 days: 0
- Your reviews from visible sample - last 90 days: 1
- Your reviews from visible sample - last 180 days: 3
- Top 3 competitor avg total reviews: 99
- Top competitor total reviews: 134
- Estimated competitor review pace: ~1-4/90 days
- [i] Competitor velocity is estimated from local pack review totals; no extra ValueSERP call used
- [!] Visible recent review activity appears slightly behind top competitors
- [!] No visible reviews in the last 30 days -- review activity may be slowing
- [TIP] Aim for about 1 more reviews/month to match leading competitors
- SERP source: google\_places
- [i] This check uses existing local pack data only; no extra ValueSERP credits used

### Ranking Difficulty & Opportunity

6/10

Medium

- Ranking difficulty: 4.7/10
- Opportunity level: Medium (6/10)
- Competitors analyzed: 6
- Avg competitor reviews: 98
- Your reviews: 33 | Your rating: 5.0\*
- SERP source: google\_places

### Social Profiles

6/10

Medium

- Social profiles found: 3
- Platforms: Facebook, Instagram, TikTok

### Local SERP Environment

7/10

Low

- [OK] No significant ads detected -- cleaner SERP for local results
- [OK] Local Pack present -- strong local intent signal for this keyword
- [!] Organic results limited
- SERP source: google\_places

### Category Relevance

10/10

Low

- Detected categories: Beauty Salon, Hair Care, Health, Spa
- Search intent category: Beauty Salon
- [OK] Keyword intent matches primary GBP category: Beauty Salon

## Schema + On-Page

9/10

Low

- [OK] JSON-LD schema markup detected
- [OK] Title tag present: 'boutique med spa | ablaze aesthetics | union, ky'
- [OK] Meta description present (139 chars)
- [OK] H1 present: 'med spa union, ky | botox & fillers | ablaze aesthetics'
- [OK] Canonical tag present
- [OK] Robots meta OK
- [TIP] Consider adding your target keyword + city to the title tag

## AI Readiness

9/10

Low

- [OK] Strong entity clarity: Beauty Salon in Union
- [OK] Website is linked and crawlable -- helps AI verify the business
- [!] Limited review authority: 33 reviews
- [OK] FAQ-style content detected -- strong AI-friendly signal
- [OK] Strong structured list content detected
- [OK] Strong local signals detected on website
- [!] Some trust elements detected -- add more proof, credentials or testimonials
- [OK] Strong content depth detected (1673 words)
- [OK] Strong GBP visual proof: API photo cap reached

## Business Info

10/10

Low

- [OK] Business name present
- [OK] Address present
- [OK] Phone number present

## GBP Profile Completeness

10/10

Low

- [OK] Core public fields present: name, address, phone and category
- [OK] Website is linked on GBP
- [OK] Business hours available
- [OK] Photos available: API cap reached (10 returned)
- [OK] Rating and reviews visible: 5.0 stars, 33 reviews
- [OK] Google profile URL available
- [i] This score uses only public Google Places API fields

## Website

10/10

Low

- [OK] Website linked to GBP profile

### NAP Consistency (Website)

10/10

Low

- [OK] Phone number found on website
- [OK] City 'union' found on website
- [OK] Business name found on website

### Local Trust Signals Health

10/10

Low

- [OK] Phone number
- [OK] Website
- [OK] Photos (10+)
- [OK] Business hours
- [OK] Reviews & rating
- Overall trust level: High (10/10)

### Photos

8/10

Low

- [OK] API cap reached (10 photos returned) -- likely more exist in GBP
- [TIP] Verify total photo count in GBP Manager; aim for 30+ overall
- [TIP] Best mix: exterior, interior, team, products/services, action shots

### Hours

10/10

Low

- [OK] Hours set for all 7 days
- [OK] Special/holiday hours detected

### Operating Hours vs Competitors

9/10

Low

- [OK] Hours set for all 7 days
- Competitors with weekend coverage: 0%
- SERP source: google\_places

### Duplicate Listing Risk

10/10

Low

- [OK] No duplicate Google Places listing risk detected
- Source: Google Places Text Search

### Category Relevance & Competition

10/10

Low

- Your primary category: Beauty Salon
- Your detected categories: Beauty Salon, Hair Care, Health, Spa
- Search intent category: Beauty Salon
- Competitor categories: beauty salon, hair care
- [OK] Primary category matches keyword intent and competitors also align with Beauty Salon
- SERP source: google\_places

### PageSpeed & Core Web Vitals

0/10

High

- [!] PageSpeed data unavailable right now
- [i] Core Web Vitals could not be fetched within the safe time limit.
- [i] This section was excluded from the final score to avoid unfair penalties.
- [TIP] Re-run later or verify PageSpeed API availability / quota.

## IMPLEMENTATION PLAN

### Next Steps & Action Plan

Follow this structured plan to turn the audit findings into measurable local SEO improvements.

#### 1 Fix Critical Issues First

Start with high severity and lowest-scoring areas shown in the priority roadmap.

#### 2 Strengthen Google Business Profile Signals

Improve category alignment, photos, reviews, business information, and trust signals.

#### 3 Improve Website & Technical SEO

Work on page speed, schema, on-page signals, and website conversion trust.

#### 4 Build Authority & Local Citations

Improve directory presence, consistency, authority signals, and local trust coverage.

**This report can be used as a client-ready roadmap for improving local visibility, rankings, and lead generation.**

## CONTACT

### Get Help Implementing This Audit

If you would like help fixing the issues in this report, use the contact details below.

#### COMPANY

**LocalAuditPro**

#### WEBSITE

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#### EMAIL

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**Implementation is where audit insights turn into better rankings, more trust, and more customer inquiries.**