



Home Services SEO Checklist

The Ultimate Guide to Getting Found Online & Attracting More Local Clients

Are you a contractor, landscaper, plumber, remodeler, or other home service pro struggling to stand out online? You're not alone. Local SEO is the key to getting found by homeowners in your area who are ready to hire.

This comprehensive checklist will walk you through every step to improve your online presence, boost your Google rankings, and win more local business—no marketing jargon, just actionable advice.

Who This Is For

- Contractors, landscapers, plumbers, electricians, roofers, remodelers, and other home service providers
- Small business owners who want more local leads without a big marketing budget
- DIY marketers looking for a clear, step-by-step SEO roadmap

The Ultimate Home Services SEO Checklist

1. Google Business Profile (GBP) Optimization

Why it matters:* Your GBP is often the first thing people see when they search for your services.

- ☐ Claim and verify your Google Business Profile
- ☐ Complete every section: business name, address, phone, website, hours, and service categories
- ☐ Write a keyword-rich business description (include your main services and city)
- ☐ Add at least 10 high-quality photos: projects, team, vehicles, before/after shots
- ☐ Collect and respond to reviews—aim for at least 1 new review per month
- ☐ Post updates, offers, or project highlights at least once a month
- ☐ Make sure your contact info is consistent everywhere online

Pro Tip: Respond to every review, positive or negative, to show you care about your customers.

2. Website Essentials

Why it matters: Your website is your digital storefront and can make or break a lead.

- ☐ Ensure your website is mobile-friendly (over 60% of searches are on phones!)
- ☐ Fast loading speed—aim for under 3 seconds
- ☐ Clear list of services and service areas on the homepage
- ☐ Dedicated pages for each service (e.g., “Kitchen Remodeling,” “Drain Cleaning”)

- ☐ NAP (Name, Address, Phone) in the footer of every page
- ☐ Clickable phone number and easy-to-find contact form
- ☐ Showcase testimonials, reviews, and project photos
- ☐ Add trust signals: licenses, awards, associations, insurance info

Pro Tip: Add a FAQ section to answer common homeowner questions and capture more search traffic.

3. Local SEO Basics

Why it matters: Local SEO helps you show up in “near me” searches and Google Maps.

- ☐ Use local keywords throughout your site (e.g., “roof repair in Minneapolis”)
- ☐ Create location-specific pages if you serve multiple cities or neighborhoods
- ☐ List your business on top local directories: Yelp, Angi, Houzz, Thumbtack, BBB, etc.
- ☐ Double-check that your NAP info is identical everywhere online
- ☐ Get listed in local chambers of commerce or trade associations

Pro Tip: Use a tool like Moz Local or BrightLocal to audit your citations and fix inconsistencies.

4. Content & Authority Building

Why it matters:* Fresh, helpful content builds trust and helps you rank higher.

- ☐ Start a blog and post at least once per month (project highlights, tips, FAQs)
- ☐ Write service and location pages targeting specific keywords
- ☐ Share before-and-after photos, customer stories, and case studies
- ☐ Create helpful guides (like this one!) or checklists for your customers
- ☐ Get mentioned or linked on local news sites, blogs, or partner businesses
- ☐ Build relationships with other local businesses for cross-promotion

Pro Tip: Answer the top 5 questions you get from customers in individual blog posts—these are SEO gold!

5. Reviews & Reputation Management

Why it matters: Reviews are a major ranking factor and influence homeowner trust.

- ☐ Ask every happy customer for a review (in person, by email, or text)
- ☐ Make it easy—send a direct link to your GBP review form
- ☐ Respond to all reviews, thank positive ones, and address concerns professionally
- ☐ Display reviews on your website and social media
- ☐ Set up alerts so you never miss a new review

Pro Tip: Incentivize reviews with a small thank-you or entry into a gift card drawing (just follow platform rules).

6. Tracking, Analytics & Continuous Improvement

Why it matters: You can't improve what you don't measure!

- ☐ Set up Google Analytics and Google Search Console
- ☐ Track website visits, calls, and form submissions
- ☐ Monitor which pages and keywords get the most traffic
- ☐ Review your GBP Insights to see how people find you
- ☐ Adjust your content and strategies based on what's working

Pro Tip: Schedule a monthly “SEO check-in” to update photos, review analytics, and set new goals.

Bonus Section: Quick Wins & Common Mistakes

Quick Wins:

- Add your main service + city to your website title tags
- Upload new project photos every month
- Share a recent customer testimonial on social media

Common Mistakes to Avoid:

- Ignoring negative reviews
- Using different phone numbers or addresses across listings
- Forgetting to update your website with new services or areas

Resources & Tools

- [Google Business Profile](<https://business.google.com/>)
- [Google Search Console](<https://search.google.com/search-console/>)
- [Moz Local](<https://moz.com/products/local>)
- [Canva](<https://www.canva.com/>) (for editing images)
- [Website Speed Test](<https://pagespeed.web.dev/>)

Ready to start checking off your SEO wins? Download and print this checklist, and set a goal to complete one section each week.

Want a personalized review or help implementing these steps? **Contact Content Mosaic for a free, no-pressure website audit!**

About Content Mosaic

Content Mosaic is dedicated to helping home service businesses like yours stand out online with honest, effective SEO and content marketing—no long-term contracts, just real results.

Founded by me, Kari, I understand the unique challenges of local service providers and I'm here to help you grow.

www.content-mosaic.com

