



SEO CHECKLIST FOR LOCAL SERVICE-BASED BUSINESSES



THE QUICK-START GUIDE TO BOOSTING
YOUR LOCAL VISIBILITY AND TURNING
CLICKS INTO CLIENTS.

STOP LOSING LOCAL CUSTOMERS TO THE COMPETITION

As a small business owner, your time is precious. But if you're not showing up on the first page of Google, you're missing out on potential customers.

Our checklist provides clear, actionable steps to enhance your online presence, build trust, and attract more leads. Best of all, you don't need to be a tech whiz to make it happen.

Let's get your business the attention it deserves.



1. OPTIMIZE YOUR GOOGLE BUSINESS PROFILE

Your Google Business Profile is the first step to attracting customers. Imagine your community finding you effortlessly, your business standing out, and your passion reaching the right audience.

Let us help optimize your profile so you can focus on what you love while connecting with those who need you most.

- ☐ **Claim and verify your Google Business Profile.**
- ☐ **Ensure your NAP (Name, Address, Phone Number) is 100% accurate and consistent across the web.**
- ☐ **Add authentic, high-quality photos of your team, office, and completed work.**
- ☐ **Select the most accurate primary and secondary categories for your services.**



2. TARGET THE RIGHT LOCAL KEYWORDS

Unlock the power of search by speaking your customers' language. By using the exact keywords your ideal customers type into Google, you can connect with those who need your services most. Imagine your business thriving, your community growing, and finding more time for what truly matters.

Let's make your passion more visible.

- ☐ **Identify your primary service and pair it with your city (e.g., "Plumber in Colorado Springs")**
- ☐ **Include these keywords naturally in your website's main headers (H1 and H2 tags).**
- ☐ **Update your title tags and meta descriptions to include your target location.**
- ☐ **Create dedicated location pages if you serve multiple surrounding cities.**



SUCCEEDING
SMALL



3. FIX YOUR TECHNICAL FOUNDATIONS

A beautiful website is just the start. If Google can't find you or mobile users can't load your site quickly, you're missing out.

- ☐ **Test your website on a mobile phone to ensure it is fully responsive and easy to navigate.**
- ☐ **Run your site through a speed testing tool (aim for loading in under 3 seconds).**
- ☐ **Ensure your site is secure with an active SSL certificate (look for the "HTTPS" in your URL).**
- ☐ **Compress large images and clean up old data to boost your loading speeds.**



BUILD TRUST & PLAN YOUR KEYWORDS

Search engines and customers both reward businesses they trust. Use this quick checklist and mini-worksheet to lock down your local authority.

- ☐ **Send an email campaign asking satisfied past clients for Google reviews.**
- ☐ **Reply to all existing Google reviews (both positive and negative).**

Quick Keyword Exercise

1. My Primary Service...

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2. The Main City I Serve is...

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3. My Target Keyword

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WANT US TO HANDLE YOUR SEO?



Don't want to tackle your SEO alone? We help small businesses get the visibility they deserve. Request a free strategy session with our digital marketing experts and let us help you turn your entrepreneurial dreams into a success story.

[REQUEST A STRATEGY SESSION](#)

Connect@SucceedingSmall.co | SucceedingSmall.co