

Home Services SEO Master Checklist 2025

✓ Google Business Profile (Week 1)

- ☐ Claim and verify GBP
- ☐ Complete all business information fields
- ☐ Add 20+ high-quality photos
- ☐ Set accurate service areas
- ☐ Write compelling business description (750 chars)
- ☐ Add all relevant service categories
- ☐ Enable messaging
- ☐ Set up booking links
- ☐ Create Q&A section
- ☐ Post first GBP update

✓ Website Foundation (Week 2)

- ☐ Install SSL certificate
- ☐ Optimize site speed (<3 seconds)
- ☐ Create service-specific pages
- ☐ Add click-to-call buttons
- ☐ Implement local schema markup
- ☐ Set up Google Analytics 4
- ☐ Install call tracking
- ☐ Create XML sitemap
- ☐ Submit to Google Search Console
- ☐ Mobile responsiveness check

✓ Local Citations (Week 3-4)

- ☐ Audit existing citations
- ☐ Fix NAP inconsistencies
- ☐ Submit to top 20 general directories
- ☐ Submit to industry-specific directories
- ☐ Create social media profiles
- ☐ Join local Chamber of Commerce
- ☐ Register with BBB
- ☐ Add business to Apple Maps
- ☐ Submit to Bing Places

- ☐ Create Nextdoor business page

☒ Review Strategy (Week 5-6)

- ☐ Set up review automation
- ☐ Create review request templates
- ☐ Implement follow-up sequence
- ☐ Respond to all existing reviews
- ☐ Add review schema to website
- ☐ Create review showcase page
- ☐ Set up review monitoring
- ☐ Train team on review requests
- ☐ Add review links to email signatures
- ☐ Create QR codes for review requests

☒ Content Creation (Week 7-8)

- ☐ Write 10 service pages
- ☐ Create 5 location pages
- ☐ Publish 4 blog posts
- ☐ Create emergency guide
- ☐ Add FAQ section
- ☐ Write seasonal content
- ☐ Optimize meta descriptions
- ☐ Create internal linking structure
- ☐ Add alt text to images
- ☐ Implement content calendar

☒ Ongoing Monthly Tasks

- ☐ Publish 4+ GBP posts
- ☐ Get 5+ new reviews
- ☐ Add 10+ new photos
- ☐ Publish 2+ blog posts
- ☐ Check citation consistency
- ☐ Monitor ranking changes
- ☐ Update seasonal content
- ☐ Respond to all reviews
- ☐ Track phone calls and forms
- ☐ Report on KPIs