Local SEO Checklist for Plumbing Business

Claim & Optimize Google Business Profile Listing

- ☐ Claim and verify your GMB listing.
- ☐ Ensure your business name, address, and phone number (NAP) are accurate and consistent across all platforms.
- ☐ Select the most relevant categories for your business.
- ☐ Add a detailed description of your plumbing services.
- ☐ Upload high-quality photos of your work and your team.

Local Plumbing keyword Research

- ☐ Identify relevant keywords related to plumbing services in your area.
- ☐ Use tools like Google Keyword Planner or SEMrush to find popular local search terms.
- ☐ Incorporate these keywords naturally into your website content.

On-page optimization

- ☐ Optimize your website's title tags, meta descriptions, and headers with local keywords.
- ☐ Create unique and informative content that addresses common plumbing issues in your area.
- ☐ Include your NAP information on every page of your website.
- ☐ Ensure your website is mobile-friendly and loads quickly.

Local citations

- ☐ Build citations on reputable online directories such as Yelp, Yellow Pages, and Angie's List.
- ☐ Ensure your NAP information is consistent across all citations.
- ☐ Seek out local directories or industry-specific directories to further enhance your online presence.

Online Reviews

- ☐ Encourage satisfied customers to leave reviews on platforms like Google, Yelp, and Facebook.
- ☐ Respond promptly and professionally to both positive and negative reviews.
- ☐ Monitor and manage your online reputation regularly.

Local link building

- ☐ Reach out to local businesses, organizations, and industry influencers for potential partnerships or collaborations.
- ☐ Seek opportunities to contribute guest posts or articles to local websites or blogs.

Social media presence:

- ☐ Create and maintain active profiles on social media platforms relevant to your target audience.
- ☐ Share informative content, promotions, and updates regularly.
- ☐ Engage with your followers and respond to their queries or comments promptly.

Monitor and analyze:

- ☐ Use tools like Google Analytics and Google Search Console to track your website's performance.
- ☐ Monitor your local search rankings and make adjustments as needed.
- ☐ Analyze user behavior on your website to identify areas for improvement.

Off-Page Optimization

- ☐ Build Local Citations
- ☐ Build Backlinks
- ☐ Social Media Marketing