15-Point Local SEO Quick Check

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FOR HOME SERVICE BUSINESSES

How visible is your plumbing, HVAC, roofing or repair business on Google Maps and local search? Tick each box you can say "yes" to.

A. Google Business Profile

- [ ] **1. Claimed, verified and set up correctly**
  If customers don't visit you, your address is hidden and your service area is set.
- [ ] **2. Primary category matches your main trade**
  For example Plumber, HVAC Contractor or Roofing Contractor. Add secondary categories for other services.
- [ ] **3. Hours are accurate**
  Includes 24/7 or emergency availability if you offer it.
- [ ] **4. Real job photos added recently**
  Before and after shots, your vehicles and your team, not stock images.
- [ ] **5. Services and service areas filled in**
  List each main service and the cities or areas you cover.

B. Citations and consistency

- [ ] **6. NAP is identical everywhere**
  If you use call-tracking numbers, keep your main number listed too.
- [ ] **7. Listed on core and trade directories**
  Apple, Bing, Yelp and Facebook, plus trade platforms such as Angi, Thumbtack or Houzz.
- [ ] **8. No duplicate listings**
  Search your business name and phone number, including old addresses.

C. Website

- [ ] **9. Trade and city in title and H1**
  For example "Plumber in Denver | Company Name".
- [ ] **10. Pages for each service and each area**
  One page per core service, plus pages for your main towns or areas.
- [ ] **11. Easy to call and request a quote**
  Click-to-call number, quote form, and license or insurance details shown.
- [ ] **12. LocalBusiness schema markup**
  Check with Google's Rich Results Test.

D. Reviews

- [ ] **13. Rating close to top 3 competitors**
  Your rating and review count are comparable.
- [ ] **14. You reply to reviews**
  Every review from the last 90 days has a reply, including the negative ones.

E. Technical basics

- [ ] **15. Fast on mobile, call button works**
  Many urgent searches happen on phones (check with PageSpeed Insights).

Your score: _____ / 15

- 🔴 **0-6 Urgent** — Visibility is probably limited. Start with items 1-8.
- 🟡 **7-11 Gaps** — You may be losing customers to competitors. Fix the unchecked items first.
- 🟢 **12-15 Strong** — Basics covered. Focus on reviews and content.

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Want to go deeper?
Daslumo Local SEO Audit Toolkit for Home Services turns this check into a full audit with automatic scoring and an action plan.
daslumo.com/local-seo-audit-template