

THE ELECTRICIAN SEO CHECKLIST

15 Quick Fixes to Get Your Business Found on Google

■ 1. Local Presence & Google Business Profile

■ Claim or verify your Google Business Profile

Make sure your business name, address, and phone number (NAP) are accurate.

Why it matters: Without verification, you won't appear in map results.

■ Add service areas & project photos

List every city you serve and upload before-and-after job photos.

Why it matters: Profiles with photos attract more clicks and calls.

■ Ask every happy customer for a Google review

Include a review link in invoices or thank-you texts.

Why it matters: Reviews boost your visibility and credibility.

■ 2. Website Basics That Affect SEO

■ Check your site speed

Use PageSpeed Insights. Aim for under 3 seconds.

Why it matters: A fast site keeps visitors from leaving.

■ Make sure your site is mobile-friendly

Test it on your phone — can users easily call or contact you?

Why it matters: Most local searches happen on mobile.

■ Show your contact info clearly

Add your phone, email, and service area in both header and footer.

Why it matters: Easier access = more calls and leads.

■ 3. Keywords & On-Page SEO

■ Use "Electrician + [Your City]" in key places

Add to title tags, H1, and meta description.

Why it matters: Helps Google match your pages to local searches.

■ Write a short, clear homepage intro

Mention your experience, services, and reliability.

Why it matters: Builds instant trust with visitors and Google.

■ Create one page per service

Separate pages for "Lighting," "Panel Upgrades," etc.

Why it matters: Each service page can rank individually.

■ 4. Backlinks & Citations

■ List your business on trusted directories

Examples: HomeStars, Yelp, Houzz, TrustedPros.

Why it matters: Adds authority and visibility.

- **Keep your NAP consistent everywhere**

Ensure your name, address, and phone are identical across listings.

Why it matters: Prevents ranking confusion.

- **Earn backlinks from local partners**

Ask nearby suppliers or contractors to link to you.

Why it matters: Local links build real authority.

■ ■ **5. Tracking & Growth**

- **Set up Google Analytics & Search Console**

They're free tools to monitor traffic and keywords.

Why it matters: You can see what's working.

- **Track your top 5 keywords monthly**

Use free tools like Ubersuggest or Search Console.

Why it matters: Measure steady growth.

- **Update your homepage every 3–6 months**

Add photos, testimonials, or new content.

Why it matters: Shows activity and keeps rankings fresh.

Want Help Implementing These Steps?

Book a Free SEO Audit Call with Electrician SEO Agency