



Local Small Biz SEO Checklist

Use this checklist to get the most out of your SEO services and boost your online visibility on your own. For any questions or additional help, reach out to office@wolfpackadvising.com.

Introduction

These days, especially after COVID, businesses want to be visible online. Not only that, but it is becoming increasingly vital for businesses to have a healthy online presence to succeed.

While this SEO checklist is not everything you need, it includes the most important items every small local business owner needs to have a great visibility online. I purposefully picked out items I believe everyone can do so you do not need to be tech savvy.

While results will not happen overnight nor in just 3 months, great results happen to those who stick with it, I promise. In my experience, significant and noticeable results occur after a year of SEO and longer. The clients who I have worked with that have been focusing on SEO for years always have greater visibility compared to those who have only been focusing on it for 3 to 6 months.

Lastly, this should go without saying, but if your business sucks, don't expect to get a great visibility online. Customers need to LOVE your service/product and NEED your service/product for you to perform well. Think about what your business offers in comparison to the competition and use that to your advantage.

Let's get started.

PS: This checklist is always updated/edited so feel free to check back in here now and again.

Online Reviews

Obtaining online reviews is an important part of your search engine optimization journey. They tell customers that you are trustworthy and tell search engines you are popular. You should be ACTIVELY obtaining reviews for:



1. Google - Use a service like Blipp Reviews. ProTip: Leave only one review place active at one time when using Blipp Reviews and toggle between Facebook and Google after a few weeks. This helps boost conversion rates as too many options lowers conversions.
2. Facebook - Use a service like Blipp Reviews. ProTip: Leave only one review place active at one time when using Blipp Reviews and toggle between Facebook and Google after a few weeks. This helps boost conversion rates as too many options lowers conversions.
3. Yelp - This should be done naturally only. Here are some ways to increase your chances of getting a Yelp review:
 - a. Paying for Yelp Ads.
 - b. Completing your Yelp profile and becoming active.
 - c. Promoting everywhere that you are on Yelp.
 - d. Asking during the inspection.

Business Profiles

Your business profiles include accounts like: Facebook, Yelp, Google My Business, Porch, Home Advisor, Zillow, etc. You should create a business profile in every place that is relevant for your business. Additionally, information on each profile should be 100% complete and accurate. Your office hours should be 100% complete and accurate including holiday hours! Here are profiles we recommend:

1. Google My Business
2. Facebook
3. Yelp
4. Zillow
5. Thumbtack
6. Home Advisor
7. Angi
8. Porch
9. InterNACHI
10. ASHI

At WolfPack, we automatically build/manage your citations for many directory sites like YellowPages, GMB, FB, Yelp, Apple Maps, etc. These do not include industry specific sites like Porch, InterNACHI, or Angi.



For more information on how to properly setup and manage your Google My Business listing read: <https://ahrefs.com/blog/google-my-business/>

App Downloads

Download these apps, post pictures, keep your info updated, and answer messages fast!

1. Google My Business
2. Yelp For Business

ProTip: People are used to getting answers quickly online. For better service, be sure to have someone dedicated to answering online questions via these apps. In addition, use the same response for each message like the following:

Hello Name, thank you for reaching out to My Inspection Company! We can definitely help you with that.

To get an accurate quote, please call our office with the address of your property. You can also get an estimate/availability on our website using the scheduler.

I also highly encourage you to learn more about our process and benefits to see why we have over 1,250 five-star reviews online. Not every home inspector is licensed, insured, and able to protect your investment. [https:// your website.com](https://yourwebsite.com)

We look forward to earning your business! :)

-Aaron

Blogging

You need to find the time each week to blog. Blogging is a great long-term strategy to boost online visibility. All you need is an hour each week and you can start by writing about common questions you receive or current events in the industry.



If you need help on learning how to blog, just reach out to us and we can help guide you. If you are a current customer of WolfPack, there is a how to blog video available on the Facebook group.

Growing Your Business

SEO is becoming more and more complex. Latest Google algorithm updates are targeting user engagement and user experience on the site. But if there is one thing that remains, Google wants to show sites that are popular in the real-world, not just in the digital world. So, becoming an authority in your service area and just growing your business will aid you in climbing the ranks.

Think about how to get involved with your community by volunteering, sponsoring offices, events, and joining your chamber of commerce. In addition, make business partners with electricians, plumbers, A/C technicians and add their resources onto your website.

The Bottom Line

Just like in life, SEO is never finished and is never perfect. You should always be reaching for progress and actively evaluating your competition to see how you can improve.

If you have additional questions, or comments, feel free to reach out to us!