

Website SEO Checklist for Trades

A practical run-through of the things that actually make a difference to whether local customers find you and get in touch. Work down it in order — the early items are worth far more than the later ones.

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1. The basics that get you found locally

- ☐ **Google Business Profile claimed and filled in**
Correct trade category, phone number, opening hours, service area and at least a few photos of real jobs.
- ☐ **Your business name, address details and phone number match everywhere**
Website, Google, Facebook and any directories should show the same phone number and business name, character for character.
- ☐ **The phone number on your site is a tap-to-call link**
On a phone it should dial straight away, not make someone copy it out.
- ☐ **Your main town or city appears in the homepage title and opening lines**
Written naturally — 'Electrician in Liverpool', not a list of every town within fifty miles.

2. Pages that can actually rank

☐ **One page per service you want work from**

A single 'Services' page listing eight things rarely ranks for any of them. Give the big earners their own page.

☐ **Area pages only where you genuinely work**

Each one needs real, different content — jobs you've done there, travel times, local quirks. Thin copies get ignored.

☐ **Every page has one clear H1 heading**

It should say what the page is about in plain words, not 'Welcome'.

☐ **Page titles are unique and front-load the topic**

Under about 60 characters, with the service and place near the start.

☐ **Meta descriptions read like a sentence, not a keyword list**

Around 150 characters, written to make the right person click.

☐ **Internal links between related pages**

Link your service pages to each other and to your contact page using descriptive wording.

3. Trust signals on the page

☐ **Real photos of your own work**

Before and after shots beat stock images every time. Compress them so they load quickly.

☐ **Reviews shown on the site, not just on Google**

A few genuine quotes with first names near your enquiry form.

☐ **Qualifications, memberships and insurance visible**

Whatever applies to your trade — put the logos where people can see them without scrolling far.

☐ **A face and a name**

People are hiring a person. A short 'about' section with a photo does more than another paragraph of sales copy.

4. Making it easy to enquire

☐ **A way to contact you visible without scrolling**

Phone number in the header, and a button that says what happens next.

☐ **A short enquiry form**

Name, contact detail, and what they need. Every extra field costs you enquiries.

☐ **Form submissions actually arriving**

Test it yourself once a month. Broken forms are the single most common problem I find.

☐ **WhatsApp or text option if that suits your customers**

Plenty of people will message when they won't ring.

5. Technical health

- ☐ **The site loads quickly on a phone on mobile data**
Test it away from your wi-fi. Large uncompressed images are usually the culprit.
- ☐ **Everything works on a small screen**
No sideways scrolling, no tiny text, buttons big enough to tap with a thumb.
- ☐ **Secure connection (the padlock in the address bar)**
Browsers warn people off sites without it.
- ☐ **No broken links or missing pages**
Especially after a redesign — old page addresses should redirect to the new ones.
- ☐ **Google Search Console connected**
It's free, and it tells you what people searched before they landed on you.
- ☐ **A sitemap submitted to Search Console**
Helps Google find every page rather than stumbling across them.

6. Keeping it going

- ☐ **Ask for a review after every good job**
A steady trickle beats twenty reviews in one week and then nothing for a year.
- ☐ **Add new work to the site every month or two**
Even a few photos and two lines of description keeps the site looking alive.
- ☐ **Check your details are still right**
Hours, service area, phone number. They drift over time.
- ☐ **Look at Search Console once a month**
Ten minutes tells you which pages are getting seen and which are invisible.

Not sure where you stand?

Get a free Website Score and I'll tell you which of these are already sorted and which are costing you enquiries — growthline.uk/website-score