SEO Audit Checklist for Plumber & HVAC Businesses

An SEO Audit Checklist is a vital tool for plumbing and HVAC businesses to enhance their online presence. By regularly reviewing technical SEO, on-page optimization, local SEO, user experience, and backlinks, businesses can identify and fix issues that affect search rankings and visibility. This checklist ensures that the website is optimized for both search engines and users, improving site performance, increasing local search visibility, and driving more conversions. Use this checklist to streamline SEO efforts, boost search rankings, and maintain continuous improvement for sustained online success.

Technical SEO Audit Checklist

☐ **Crawlability & Indexing:** Review robots.txt and XML sitemaps to ensure search engines can access and index all important pages.

☐ **Site Speed & Performance:** Check page load times, optimize images, and implement caching/CDNs to improve Core Web Vitals.

☐ **Mobile-Friendliness:** Verify text is readable and buttons are clickable on smartphones, as most emergency searches happen on mobile.

☐ **Site Structure & Architecture:** Audit URL structure, site hierarchy, and internal linking for better SEO and user navigation.

☐ **HTTPS & Security:** Implement SSL certificates to encrypt data, build user trust, and meet search engine requirements.

☐ **Structured Data (Schema Markup):** Use LocalBusiness schema to help search engines display star ratings, hours, and services in rich snippets.

☐ **Content & Code Issues:** Identify and resolve duplicate content, incorrect canonical tags, and broken redirects.

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On-Page SEO Audit Checklist

- [ ] **Title Tags & Meta Descriptions:** Ensure every page has a unique, keyword-rich title and meta description to improve click-through rates.

- [ ] **Content Quality & Keywords:** Audit content to ensure it is relevant, original, and answers user questions without keyword stuffing.

- [ ] **Header Tags (H1-H6):** Use H1 for the main title and H2-H6 to break down content hierarchically for readability and SEO.

- [ ] **URL Structure:** Review that URLs are short, descriptive, and contain relevant keywords, using hyphens to separate words.

- [ ] **Image Optimization:** Compress image file sizes, use modern formats like WebP, and add descriptive alt text with keywords.

- [ ] **Internal & External Linking:** Check internal links connect relevant pages and that external links go to authoritative sources.

- [ ] **Technical & User Experience (UX):** Ensure each page is fully responsive for mobile and loads fast to prevent high bounce rates.

Local SEO Audit Checklist

- [ ] **Google Business Profile (GBP) Optimization:** Ensure your business name, address, phone (NAP), hours, photos, and categories are accurate and updated.

- [ ] **NAP Consistency & Local Citations:** Verify your NAP details are identical on all directories like Yelp and Yellow Pages to build trust.

- [ ] **Location-Specific Content Optimization:** Create dedicated "Service Area" pages with local keywords and neighborhood testimonials.

- [ ] **Local Schema Markup (Structured Data):** Implement LocalBusiness schema to mark up your business details for local search results.

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Off-Page SEO Audit Checklist

☐ **Backlink Profile Analysis:** Evaluate inbound links for quality and disavow toxic backlinks to maintain a clean profile.

☐ **Competitor Backlink Analysis:** Analyze where competitors get backlinks to uncover new link-building opportunities for your site.

☐ **Brand Mentions & Unlinked Mentions:** Monitor the web for brand mentions and request backlinks from unlinked mentions.

☐ **Forum & Community Engagement:** Participate in relevant online communities to build thought leadership and acquire natural backlinks.

☐ **Digital PR & Outreach:** Reach out to influencers and journalists to pitch stories for high-quality backlinks and brand visibility.

☐ **Online Reviews & Reputation:** Manage reviews on Google, Yelp, and Angi by encouraging feedback and addressing negative reviews.

Content Audit Checklist

☐ **Content Quality & Relevance:** Assess that content aligns with user intent, provides value, and avoids being thin or unoriginal.

☐ **Content Engagement:** Structure content to provide clear answers upfront and encourage interaction to increase time on page.

☐ **Keyword Optimization:** Place keywords naturally in headings and body text, using long-tail and semantic variations.

☐ **Headings & Content Structure:** Organize content with a clear H1–H6 hierarchy to improve readability and internal linking opportunities.

☐ **Multimedia Use:** Optimize images, videos, and infographics with proper alt text/descriptions and mobile formatting.

☐ **Content Consistency & Brand Voice:** Maintain a consistent tone and messaging across all pages to build trust and brand identity.

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AEO (ANSWER ENGINE OPTIMIZATION) AUDIT

- ☐ **Content Structure & Clarity:** Structure service pages to give direct, concise answers in a conversational tone for voice/AI search.

- ☐ **Technical & Schema Markup:** Use LocalBusiness schema consistently without slowing page speed to aid AI understanding.

- ☐ **Authority & Trust (E-E-A-T):** Demonstrate Expertise, Authoritativeness, and Trustworthiness through citations and author expertise.

- ☐ **Research & Performance:** Use question research tools to find long-tail queries and track AI visibility for your business.