

## **Website & SEO Foundation (15 Items)**

- Website loads in under 3 seconds
- Mobile-friendly design
- SSL certificate installed
- Contact information visible on every page
- Click-to-call phone number
- Quote request form functioning
- Clear service area information
- Trust badges displayed
- Customer reviews displayed
- About Us page completed
- FAQ page created
- Privacy Policy
- Terms & Conditions
- Accessibility considerations
- Analytics installed

## **Local SEO & Google Maps (20 Items)**

- Google Business Profile claimed
- Primary category selected correctly
- Secondary categories optimized
- Service areas added

- Business description optimized
- Services added
- Products added (if applicable)
- Weekly GBP posts
- Photos uploaded regularly
- Review generation system
- Review response strategy
- NAP consistency
- Local citations
- Bing Places profile
- Apple Business Connect
- Local business schema
- Map embedded on website
- Location-specific content
- Driving directions page
- Service area pages

## **On-Page SEO (20 Items)**

- SEO title optimized
- Meta description optimized
- H1 tag present
- Proper heading structure
- Keyword research completed

- Primary keyword targeted
- Secondary keywords targeted
- Internal links added
- Image alt text
- Optimized URLs
- Service pages created
- City pages created
- FAQ content
- Conversion-focused CTAs
- Review content
- Before/after content
- Location mentions
- Service mentions
- Entity optimization
- Topical relevance optimization

## **Technical SEO (15 Items)**

- XML sitemap
- Robots.txt
- Canonical tags
- Schema markup
- Broken link audit
- Redirect audit

- Crawlability check
- Indexability check
- Core Web Vitals
- Image compression
- Duplicate content audit
- Security monitoring
- Structured data validation
- Search Console setup
- Index coverage review

## **Authority & Off-Page SEO (15 Items)**

- Industry citations
- Local citations
- Competitor backlink review
- Link building campaign
- Press mentions
- Chamber of Commerce listing
- Association memberships
- Local sponsorship opportunities
- Vendor partnerships
- Local media outreach
- Guest posting opportunities
- Referral partnerships

- Review acquisition plan
- Brand mentions monitoring
- Reputation management plan

## **AI & Search Visibility Signals (15 Items)**

- FAQ content designed for AI Overviews
- Direct-answer content blocks
- Entity-based content
- Author credibility signals
- E-E-A-T signals
- Service-specific expertise pages
- Geographic relevance signals
- Structured data implementation
- Review content integration
- Topical authority content
- Citation consistency
- Brand entity development
- Trust signals across website
- AI-friendly content structure
- Multi-platform visibility strategy

# Lead Generation & Conversion Optimization (15 Items)

- Offer visible above the fold
- Multiple CTAs
- Phone tracking
- Form tracking
- Call recording
- Lead source tracking
- Trust-building content
- Service guarantees
- Review widgets
- Before/after galleries
- Team photos
- Local proof
- Follow-up automation
- Email capture
- Conversion testing

Total: **115 Action Items**

## Score Yourself:

90-115 = Strong Online Presence

70-89 = Competitive but Missing Opportunities

40-69 = Significant Growth Potential

Under 40 = You're Likely Losing Leads to Competitors

## Need Help Implementing This?

If you're looking at this checklist and thinking, "There's no way I have time to learn and implement all of this," you're not alone.

Most successful cleaning company owners don't want another full-time job learning SEO, Google Maps optimization, AI search visibility, website development, content creation, reputation management, and lead generation. They want more estimate requests, more recurring customers, and a predictable way to grow.

That's exactly why we offer Done-For-You SEO and Google Visibility services for established cleaning companies.

To qualify, our clients typically:

- ✓ Have been in business for 2+ years
- ✓ Have at least 2 to 5+ team members
- ✓ Have a strong reputation and deliver quality service
- ✓ Are ready to grow and can handle an additional 10+ cleaning jobs per month
- ✓ Understand that consistent growth requires consistent marketing

If that sounds like your company, we'd be happy to discuss your goals and determine whether we're a good fit to work together.

**Schedule a Free Cleaning Company Visibility Review with [The Cleaning SEO Specialists](https://cleaningserviceseo.com/contact/)**

We'll analyze your website, Google Maps presence, current rankings, and growth opportunities, then provide clear recommendations specific to your business.

<https://cleaningserviceseo.com/contact/>