Smart Home Local SEO Checklist
(Quick Reference)

1. Google Business Profile Setup

- Claim and verify your profile
- Add complete info: hours, services, categories
- Upload 10+ photos
- Post updates weekly

2. Local Citations & Consistent NAP

- Check Name, Address, Phone across directories
- Directories: Google Maps, Yelp, Angi, BBB, Chamber listings
- Ensure all details are identical

3. Keyword & "Near Me" Optimization

- Use phrases like "home automation installation near me"
- Add to titles, pages, and Google Business Profile
- Use tools: SEMrush Keyword Magic, Google Keyword Planner

4. Create Local Landing Pages

- One page per city/location
- Include testimonials and Google Map
- Add contact info and "Call Now" buttons

5. Collect and Respond to Reviews

- Ask happy customers for Google reviews
- Reply professionally
- Add review schema to the website

6. Build Local Backlinks

- Partner with local realtors, electricians, and blogs
- Feature in local publications or events
- Sponsor community smart home initiatives

7. Optimize On-Page SEO for Location

- Add LocalBusiness and Service schema
- Mention service areas and ZIP codes
- Link between city-specific pages

8. Use Local Content to Educate

- Blog topics like "Smart Home Trends in [City]"
- Link to service pages
- Focus on educating local customers

9. Track Progress Monthly

- Monitor Google Analytics for traffic and conversions
- Track direction requests, calls, and messages
- Watch local keyword rankings

10. Mobile and Speed Optimization

- Ensure website loads quickly on phones/tablets
- Compress images and use fast hosting
- Test the website across devices

11. Use Local Schema & Structured Data

- Add LocalBusiness and Service schema
- Include address, phone, hours, and services
- Helps appear in rich snippets and Local 3-Pack

12. Social Media Signals

- Post updates and projects on social profiles
- Link to website and local pages
- Keep consistent business info

13. Monitor Competitors

- Check competitor keywords, backlinks, and reviews
- Analyze local content strategies
- Identify gaps and opportunities

14. Local Partnerships & Community Presence

- Collaborate with local businesses
- Sponsor or participate in events
- Build backlinks and word-of-mouth referrals