

Your Guide to Helping Local Customers Find You Online



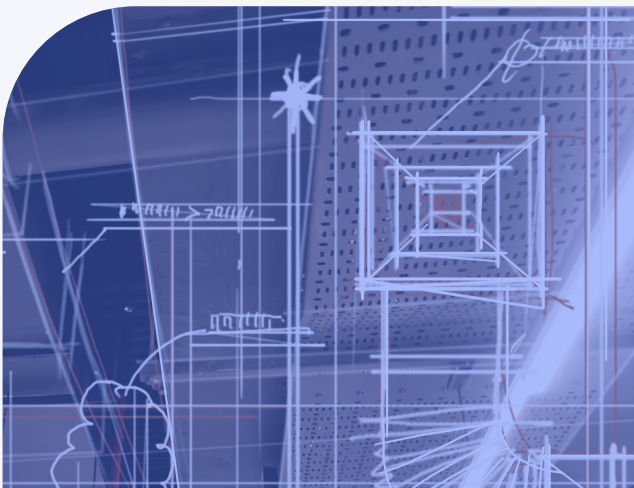
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Boost Your Search Ranking, Not Your Budget

Are you a roofer, plumber, electrician, or HVAC pro struggling to get leads? It's time to improve your SEO!

SEO stands for search engine optimization, and it's how savvy businesses get found online faster without relying on paid advertising.

This simple SEO checklist will help you rank higher in search results so you can get found by more customers — without breaking the bank!



Online Business Listings



Claim and optimize your company's profiles across all major listing sites like the Google Business Profile™ business listing service.



Use the exact same Name, Address, and Phone Number (NAP) across all listings.



Keep business hours, website URL, and other key details consistent across all platforms.

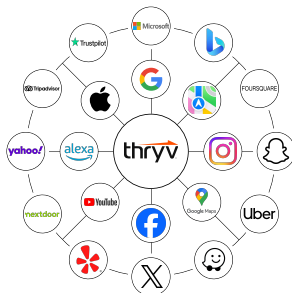


Develop a strategy for acquiring quality backlinks.



Link your social media profiles to your local listings.

Top Online Listings



1

Keyword Research



Identify primary and secondary keywords relevant to your business.



Analyze competitor keywords and search volume.



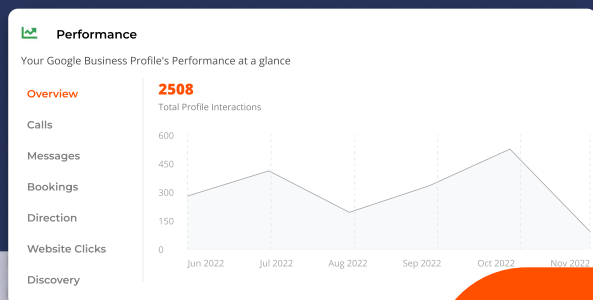
Incorporate long-tail keywords for more specific targeting (ex: 'Trane repair 85040' instead of simply 'AC repair'.)



Use location-based keywords in your content and website.



Regularly perform SEO audits and update your strategy.



2

On-Page SEO



Optimize title tags and meta descriptions with targeted keywords.



Use header tags (H1, H2, H3) to structure your content.



Ensure URLs are clean, descriptive, and have your main keywords.



Include keywords where they sound natural – don't force them into your copy.



Add alt text to images for accessibility and SEO.



Implement an effective internal linking strategy.



Include accurate NAP (Name, Address, Phone) details on your website.

3

Website Content



Develop high-quality, original, and engaging content.



Regularly update your blog or news section.



Use a combination of images and videos to create visual interest.



Make sure your website copy is written and formatted so it's easy to read.



Get more customer reviews and add those to your website.



Engage in guest posting, local partnerships, and industry forums.



Integrate social sharing buttons on your content pages.



Engage in guest posting, local partnerships, and industry forums.



Regularly share your content on social media platforms.



Experiment with A/B testing for key elements like CTAs and page layouts.

4

[Click here for more website & SEO tips.](#)

BONUS TIP: Answer Engine Optimization

Answer Engine Optimization (AEO) is a powerful addition to your traditional SEO strategy. It involves structuring content as a direct answer to a question so it can be easily summarized and delivered by AI-powered search engines — like Google's AI Overviews or voice assistants such as Siri.

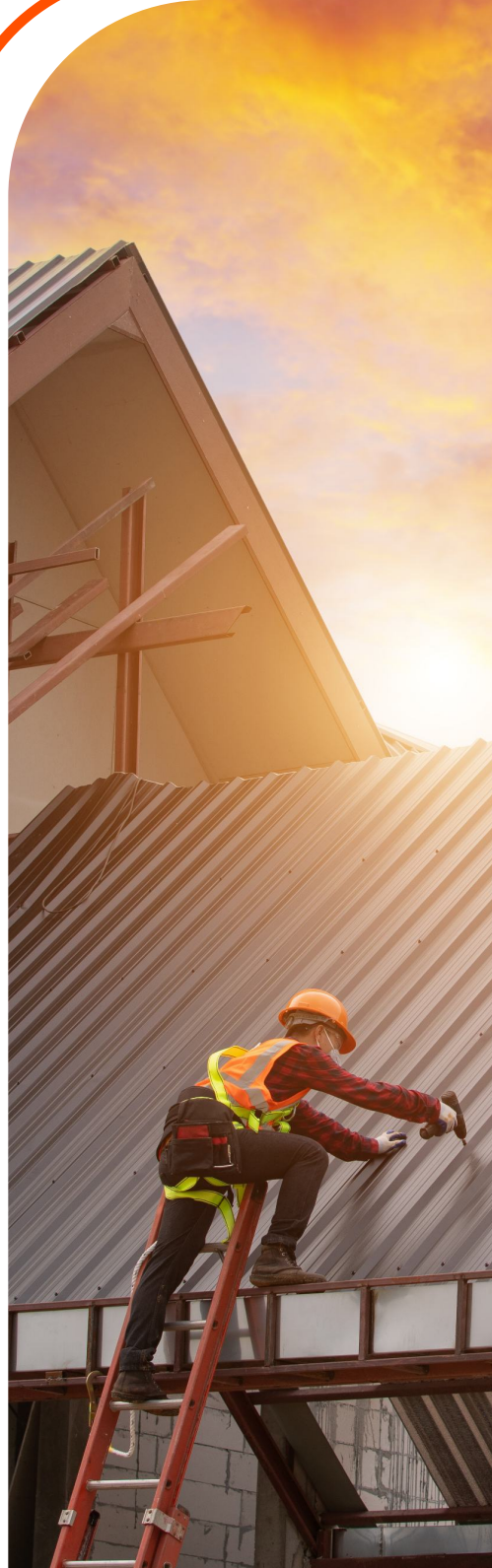
The goal is simple: Make your content the best possible answer to your audience's most common questions. That means concise, credible, and value-packed content that AI can quickly identify and serve up.

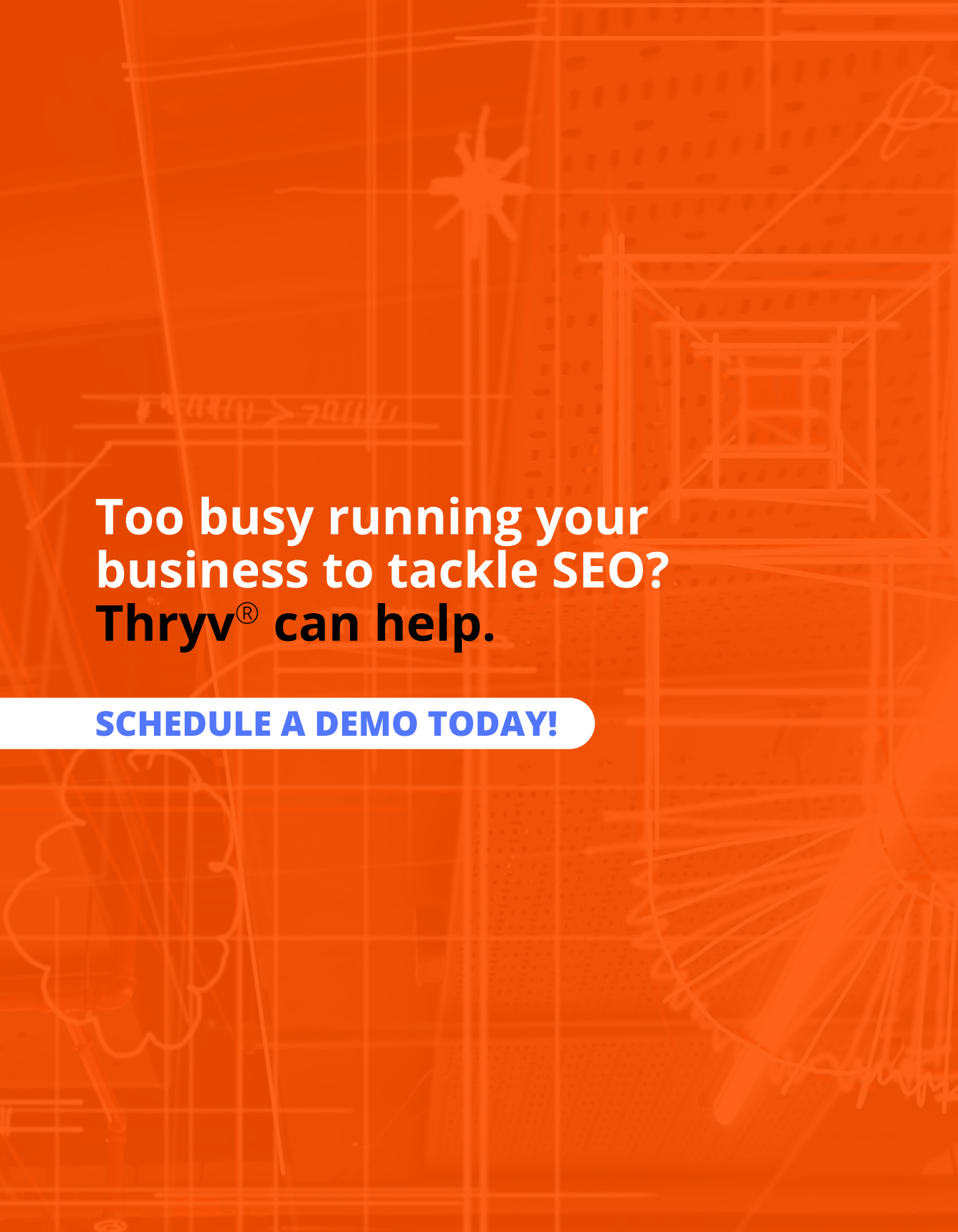
But why does your business need it?

If your content isn't chosen, that means your competitors could be the ones showing up when potential customers are searching. AEO ensures your business is visible, credible, and part of the conversation when it matters most.

Here are a few tips to help jumpstart your AEO strategy:

- Structure headings as questions your audience would ask.
- Write clear, concise answers that AI can easily scan.
- When you're writing, keep in mind how people phrase questions to voice assistants (ex: "How do I fix...?").
- Build authority with consistent, accurate, up-to-date content across your site.





**Too busy running your
business to tackle SEO?
Thryv[®] can help.**

SCHEDULE A DEMO TODAY!