

The 30-Point Auckland SEO Checklist

The exact checklist we work through on every new client engagement. Print it, tick off what's done, and you'll be ahead of 90% of your Auckland competitors — with or without an agency.

1. Google Business Profile (GBP)

- Claim and verify your GBP listing (search your business name in Google Maps).
- Choose the most specific PRIMARY category (e.g. 'Emergency Plumber' beats 'Plumber').
- Add 3–5 relevant SECONDARY categories.
- Confirm NAP (Name, Address, Phone) matches your website EXACTLY.
- Fill in business hours, service area, attributes (e.g. 'Wheelchair accessible', 'Online estimates').
- Write a 750-character 'From the business' description with your top keywords + Auckland/suburb.
- Upload at least 10 high-quality photos: exterior, interior, team, work samples, logo.
- Add all services with descriptions and prices where possible (in NZD).
- Enable messaging and respond within 24h.
- Post a GBP update at least once every 7 days (offer, event, product).
- Actively request and respond to reviews (aim for 40+ reviews, 4.5+ average).

2. On-Page SEO — Money Pages

- Every service page has a unique Title Tag under 60 chars, keyword-first, includes city.
- Every service page has a unique Meta Description under 155 chars with a clear CTA.
- H1 is unique per page and includes the primary keyword + location (e.g. 'Plumber Auckland').
- H2s cover related searches ('emergency', 'commercial', 'residential', 'reviews', 'pricing').
- At least 1,000 words of genuinely useful content per money page.
- Include real photos of your team / work (not stock images) with descriptive alt text.
- Internal link from money pages to your Contact page and to related services.
- Add a phone number (tap-to-call) and a short form ABOVE the fold on every service page.
- Add FAQPage schema with 5–7 real customer questions.

3. Local Citations & NAP Consistency

- Business listed on the top NZ directories: Yellow NZ, Finda, NZS.com, Localist, Neighbourly.
- NAP (Name, Address, Phone) is IDENTICAL across every listing (no abbreviations, no variations).
- Website URL is present on every citation (with HTTPS, no trailing slash inconsistencies).

- Fix any duplicate GBP or directory listings (they cannibalise each other).
- List in 2–3 industry-specific NZ directories (e.g. Builderscrack for trades, Healthpoint for medical).

4. Technical SEO & Core Web Vitals

- PageSpeed Insights score of 85+ on mobile (aim for green LCP, CLS, INP).
- SSL certificate valid, HTTPS forced sitewide, no mixed-content warnings.
- XML sitemap submitted in Google Search Console, all important URLs indexed.
- No broken (404) internal links (crawl with Screaming Frog or Sitebulb).
- Mobile menu, forms and buttons are usable one-handed on a small screen.

Want us to do all 30 for you?

Send your website to **hello@aucklandseo.org** and we'll send back a personalised 24-hour audit — 5 fixes to work through this month. No cost, no obligation.

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