

The 30-Point Washington DC 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 DC 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. 'Immigration Lawyer' beats 'Attorney').
- Add 3–5 relevant SECONDARY categories.
- Confirm NAP (Name, Address, Phone) matches your website EXACTLY.
- Fill business hours, service area, attributes ('Wheelchair accessible', 'Online estimates').
- Write a 750-char 'From the business' description with your top keywords + Washington DC.
- Upload at least 10 high-quality photos: exterior, interior, team, work samples, logo.
- Add all services with descriptions and prices where possible.
- 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 'Washington DC'.
- Every service page has a unique Meta Description under 155 chars with a clear CTA.
- H1 is unique per page and includes primary keyword + location.
- H2s cover related searches ('cost', 'process', 'reviews', 'near me').
- At least 1,000 words of genuinely useful content per money page.
- 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.
- Phone number (tap-to-call) and short form ABOVE the fold on every service page.
- FAQPage schema with 5–7 real customer questions.

3. Local Citations & NAP Consistency

- Listed on top US directories: Google, Yelp, Bing Places, Apple Maps, Facebook, BBB.
- NAP is IDENTICAL across every listing (no abbreviations, no variations).
- Website URL present on every citation (HTTPS, consistent trailing slash).
- Fix duplicate GBP or directory listings (they cannibalize each other).
- List in 2–3 industry directories (e.g. Avvo for lawyers, Healthgrades for medical).

4. Technical SEO & Core Web Vitals

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

Want us to do all 30 for you?

Send your website to info@washingtonseo.ai and we'll send back a personalized 24-hour audit — 5 fixes to work through this month. No cost, no obligation.

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