

The Colorado Local SEO Checklist

47 specific actions used by real Colorado Springs and Denver service businesses to rank in the Google Map Pack — without ad spend, gimmicks, or hiring an out-of-state agency.

By **Chris Heidlebaugh, Owner** · 25+ years building Colorado businesses

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Why we built this: Most “local SEO checklists” online are written by SaaS companies trying to sell you software, or by overseas content farms that have never set foot in Colorado. This one was written by Chris — who has been ranking real Colorado service businesses (plumbers, roofers, dentists, attorneys, restaurants, retail) for 25+ years. Every action below is something we actually do for clients.

Print it, check items off as you go, or hand it to your current marketing person and ask which ones they’ve done.

SECTION · 1. GOOGLE BUSINESS PROFILE (GBP)

1. Google Business Profile (GBP)

- 01.** Claim and verify your Google Business Profile at business.google.com (use a real Colorado address — never a UPS box).
- 02.** Set your **primary category** to the single most-searched term for your trade (e.g. “Plumber” not “Plumbing supply store”).
- 03.** Add 3–5 secondary categories that match real services you perform.
- 04.** Match your business name **exactly** to your signage, website, and incorporation paperwork — no keyword stuffing.
- 05.** Confirm your phone number is the same on GBP, your website, and Google Ads — one number per location.
- 06.** Set service area to specific Colorado cities you actually serve (Colorado Springs, Monument, Falcon, Pueblo, etc.).
- 07.** Add your **real hours** — including holiday hours every January and around Memorial Day, July 4th, Labor Day, Thanksgiving, and Christmas.
- 08.** Upload at least 20 original photos (exterior, interior, team, vehicles, before/after) shot at your Colorado location.
- 09.** Add every service you offer to the “Services” tab with a 1–2 sentence description per service.
- 10.** Turn on messaging only if you can respond within 24 hours — Google penalizes ghosted profiles.
- 11.** Post one Google Post per week (offer, project photo, seasonal tip, or news).
- 12.** Check the “Q&A” tab monthly — competitors and customers can post questions you didn’t see.

SECTION · 2. REVIEWS & REPUTATION

2. Reviews & Reputation

- 01.** Get to **50 reviews minimum** with a 4.7+ average before you start spending heavily on ads.
- 02.** Build a one-tap review link (g.page/r/...) and put it in every email signature, invoice, and follow-up text.
- 03.** Ask in person at the moment of peak satisfaction — not days later.
- 04. Never** offer discounts, gift cards, or anything of value in exchange for a review (Google suspension territory).
- 05.** Respond to every review within 48 hours — thank the good ones, calmly handle the bad ones.
- 06.** If a review mentions a Colorado city, repeat that city in your response (helps local relevance signals).
- 07.** Flag fake or competitor-posted reviews through GBP, then keep generating fresh real ones — volume buries them.

SECTION · 3. ON-PAGE LOCAL SEO

3. On-Page Local SEO

- 01.** One H1 per page that includes the service + the primary city (e.g. “HVAC Repair in Colorado Springs”).
- 02.** Title tag under 60 characters with city + service + brand.
- 03.** Meta description under 160 characters, written for humans, mentioning the city.
- 04.** Phone number in the header as **tap-to-call** on mobile (every page).
- 05.** Embed a Google Map of your real Colorado location on the contact page.
- 06.** Add LocalBusiness JSON-LD schema with your NAP, hours, and service area.
- 07.** Compress all images to WebP and keep total page weight under 2 MB.
- 08.** Test mobile load speed monthly (PageSpeed Insights — aim for 90+ on mobile).
- 09.** Add real testimonials with the customer’s first name and Colorado city.

SECTION · 4. CITATIONS & NAP CONSISTENCY

4. Citations & NAP Consistency

- 01.** List your business on Bing Places, Apple Business Connect, Yelp, and Facebook (in addition to Google).
- 02.** Submit to industry-specific directories: HomeAdvisor, Angi, Houzz, Avvo, Healthgrades, etc. — whichever match your trade.
- 03.** Make sure NAP (Name, Address, Phone) is **exactly identical** across every citation.
- 04.** Audit old citations once a year and fix any that show a defunct phone number or old address.
- 05.** Get listed on Colorado-specific directories: BBB Southern Colorado, Pikes Peak Chamber, local trade associations.
- 06.** Avoid paid “500 citations for \$99” services — they create spam citations Google will discount or punish.

SECTION · 5. SERVICE-AREA / CITY PAGES

5. Service-Area / City Pages

- 01.** Build one unique page per Colorado city you actually serve — not a template with the city name swapped in.
- 02.** Include real local content per city: landmarks, completed projects, reviews from customers in that city.
- 03.** Embed a different Google Map on each city page centered on that city.
- 04.** Add a clear CTA per city (“Call our Falcon team”, “Schedule in Monument”).
- 05.** Internally link city pages from your main service page and from each other where geographically logical.

SECTION · 6. TRACKING & REPORTING

6. Tracking & Reporting

- 01.** Install Google Analytics 4 and confirm form submissions and tap-to-call clicks are firing as conversions.
- 02.** Connect Google Search Console and verify your domain (not just the URL prefix).
- 03.** Add CallRail or a similar call-tracking tool with dynamic numbers for SEO vs PPC vs direct traffic.
- 04.** Check GBP Insights monthly: how many searches, calls, direction requests, website clicks — and the trend line.
- 05.** Watch your top 10 keywords weekly in Search Console. Sudden drops often mean a Google update hit a competitor — or you.
- 06.** Track your map-pack ranking in 3–5 cities you serve using Local Falcon or BrightLocal.
- 07.** Audit your Google Ads search terms monthly — you're paying for every garbage match you don't exclude.
- 08.** Review the whole stack quarterly with someone who actually does the work (hint: that's us).

READY FOR A SECOND OPINION?

Have Chris audit your site — free.

Want Chris to walk through this list with you on YOUR site?

Book a free 30-minute Colorado-only audit. If we're not a fit, he'll tell you who is. No bots, no whitelabel, no high-pressure pitch.

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