FREE CHECKLIST · 5 MINUTES

BEFORE YOU HIRE ANYONE FOR SEO

SEVEN THINGS *TO CHECK FIRST.*

You do not need a tool or a login for any of these. Just your phone. Tick the ones you pass. Anything you do not tick is where the money is going to go, so make sure whoever you hire talks about it first.

01

☐ Search your own name.

Type your business name into Google. You should be the first result, with your listing on the right. If a directory or a competitor shows up above you, that is problem one.

02

☐ Search what you do, plus your city.

"Plumber Tampa." "Jeweler Tampa." Look only at the first screen. Are you there? Write down who is. Those are the names taking your calls.

03

☐ Do the same search in Google Maps.

Maps shows three pins. Most people call one of those three. If you are not one of them, you are invisible to anyone searching from their phone.

04

☐ Ask ChatGPT.

"Who is the best [what you do] in [your city]?" Read the short list it gives. This is the newest place people look, and most businesses have never checked it.

05

☐ Is your Google listing really yours?

Claimed by you, right hours, real photos, a reply under every review. An unclaimed or half-empty listing is the fastest fix on this page.

06

☐ Open your site on your phone.

Count to three. Did it load? Can you tap to call from the first screen? If either answer is no, Google notices too.

07

☐ Ask anyone you might hire two questions.

"Who actually does the work?" and "What will I see each month?" If the answer to the first is not a name, or the answer to the second is not numbers you can check yourself, walk away. That includes me.

Connor Cedro · AI + SEO Visibility, Tampa
One person. Month to month. Semrush Certified Agency Partner.

Want me to run all seven for you?
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