2-MINUTE DIAGNOSTIC

Contractor & Trade SEO Checklist for South African Businesses

LOCAL HERO DIGITAL

Local & AI Search Specialist

> Run through these 10 rapid checks to determine if your contracting business is optimized for local Google Maps pack rankings and generative AI recommendations (ChatGPT, Perplexity & Google AI Overviews).

1. GOOGLE MAPS & LOCAL SEARCH FOUNDATION

Contractor Map Pack Signals

- [ ] **Exact Trade Category Alignment**
  Is your Google Business Profile (GBP) set to your exact high-intent trade category (e.g., "Building Contractor" or "Plumber" vs generic "Services")?
- [ ] **Local NAP (Name, Address, Phone) Consistency**
  Are your contact details identical across your website, Google Business Profile, and local SA directories (Brabys, YellowPages,
- [ ] **Recent On-Site Project Photos**
  Have you uploaded authentic job site photos or completed project photos to your GBP within the last 30 days?
- [ ] **Keyword-Rich Customer Reviews**
  Do your recent Google reviews mention your specific trade services and targeted suburbs naturally in the text?

2. AI ENGINE OPTIMIZATION (GEO & LLM VISIBILITY)

ChatGPT & Perplexity Signals

- [ ] **Search Engine Business Tagging**
  Is your website coded so Google and AI tools immediately recognise your business type, address, and operating hours without guessing?
- [ ] **Clear Direct Answer Headers**
  Are your H1 and H2 subheadings formatted to directly answer specific questions local buyers ask AI tools?
- [ ] **Off-Page Entity Verification**
  Is your brand cited on trusted South African news, trade portals, or industry hubs that LLMs use to verify legitimate entities?

3. TECHNICAL PERFORMANCE & DIRECT LEAD CAPTURE

Conversion & Speed Signals

- [ ] **Sub-2 Second Mobile Load Speed**
  Does your core landing page load cleanly on mobile devices across 4G/LTE networks in South Africa?
- [ ] **Above-the-Fold Direct CTA**
  Can a mobile user tap to call or request a quote within 3 seconds of landing on your website?
- [ ] **Clean Suburb / Area Targeting**
  Are your core service areas and suburbs explicitly stated in prose and structured data on your primary landing page?

Scored Fewer Than 8 Checks?

Get a comprehensive diagnostic audit of your Google Maps rankings and ChatGPT citation profile. **localherodigital.co.za/ai-seo/**