

The 27-Point Manchester SEO Checklist

A one-hour self-audit for Greater Manchester businesses. Tick each box honestly — every unchecked item is traffic your competitors are getting instead of you.

How to use this checklist. Print it, open your website in another tab, and work through each section in order. Sections 1–3 are the fastest wins for most Manchester businesses. Section 6 is where the money is once the foundation is in place. If any item takes more than 15 minutes to assess, tick *needs help* and move on — we can look at it in the free audit.

1 Google Business Profile

- ☐ **NAP consistent** — Name, Address, Phone match your website exactly (M-postcode format).
- ☐ **Primary category** matches how buyers search, not what you technically do.
- ☐ **Service area** lists real Greater Manchester neighbourhoods (Didsbury, Ancoats, Salford Quays, Altrincham, Stockport...).
- ☐ **Reviews** — at least 20, average ≥ 4.6 , most recent within 60 days.
- ☐ **Photos** — ≥ 10 real photos of your premises, team and work (not stock).

2 On-Page — Homepage

- ☐ **<title> tag** contains your money keyword AND "Manchester" (or your specific area).
- ☐ **H1** matches search intent, not brand slogan (e.g. "Manchester Solicitors" beats "Justice for you").
- ☐ **First 100 words** answer "what, where, for whom" without marketing fluff.
- ☐ **Above-the-fold CTA** is one clear offer, not a menu of choices.

5 Content & Intent

- ☐ **Service pages** — one per money keyword, ≥ 800 words, real examples.
- ☐ **FAQ section** answers the 4–6 questions buyers actually ask on calls.
- ☐ **Case studies** — at least 2 with named Manchester clients + real numbers.

3 Local Signals

- ☐ **LocalBusiness schema** present with address, geo, opening hours.
- ☐ **Citations** — listed on Yell, Thomson Local, FreeIndex, Cylex with identical NAP.
- ☐ **Neighbourhood pages** exist for your top 3 target areas (not thin copies).
- ☐ **Embedded map** on contact page pointing to your actual pin.

4 Technical Health

- ☐ **Core Web Vitals** — LCP $< 2.5s$, CLS < 0.1 , INP $< 200ms$ on mobile.
- ☐ **Mobile usability** — no horizontal scroll, tap targets $\geq 44px$.
- ☐ **HTTPS** everywhere, no mixed-content warnings.
- ☐ **Sitemap.xml** submitted in Search Console, no coverage errors.
- ☐ **robots.txt** not blocking anything important (double-check /wp-admin exclusions).

6 Authority & Links

- ☐ **Local press mentions** — Manchester Evening News, Prolific North, Business Cloud, or trade press.
- ☐ **Trade body membership** displayed AND linked (Chamber, guild, professional body).
- ☐ **No toxic backlinks** — disavow file up-to-date, no obvious spam patterns.

☐ **Blog** — at least one post in the last 90 days (not "SEO tips 2019").

☐ **Internal links** — every service page links to at least 2 others + the contact page.

☐ **Conversion tracking** — GA4 events firing on form submit, phone tap, WhatsApp click.

Scored yourself under 20/27?

Send us your domain and the two Manchester competitors that worry you most. A senior consultant will send back a plain-English audit within one working day — free, no obligation, no sales script.

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