punchlist studio

Your 90-day local SEO plan

No overnight rankings. A cleaner foundation that gets stronger with every project, review and lead. Tick each stage off as you finish it.

- [ ] 01 **Days 1–30: fix the foundation**

  Get your name, phone, hours, category and service areas right. Own your Google profile. Connect Search Console and Analytics. Make sure the site is fast and works on phones.

- [ ] 02 **Days 31–60: add proof**

  Upgrade your top service page. Publish one full project story. Add real photos to your profile. Start a simple review routine.

- [ ] 03 **Days 61–90: measure and refine**

  Check what people searched. Test every form and phone link. Compare leads with the jobs you want, then fix weak titles and unclear pages.

- [ ] 04 **Day 91 and on: keep building**

  Pick the next service or project page by what it's worth to the business, and keep documenting every job.

Start date _____ Review on _____

Notes

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Want a second set of eyes?

We'll walk through it with you.

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Full guide: punchliststudio.co/blog/local-seo-for-remodeling-contractors/