
The Vancouver SEO Checklist

27 Things to Fix Before You Spend a Dollar on Ads

Ads amplify what already works. If your site is broken, unindexed, or ranking for the wrong queries, paid traffic will burn budget instead of building it. Work through this 27-item checklist and you will fix the leaks first. It is the same shortlist we run before any Vancouver SEO engagement.

Technical (5)

- Confirm HTTPS is enforced sitewide and HTTP redirects with a single 301.
- Run PageSpeed Insights on your top 5 URLs. Fix any Core Web Vital in the red (LCP, CLS, INP).
- Submit an XML sitemap in Google Search Console and verify zero critical crawl errors.
- Check mobile usability in Search Console. Vancouver mobile traffic tops 60% of local searches.
- Add structured data (Organization, LocalBusiness, FAQ, BreadcrumbList) and validate with Rich Results Test.

On-Page (5)

- Rewrite each service page title tag to 55-60 chars with the primary keyword + 'Vancouver'.
- Write unique meta descriptions (150-160 chars) with a call-to-action for every indexable page.
- Use one H1 per page. Add descriptive H2s that match how Vancouver customers actually search.
- Add descriptive alt text to every image. Compress to WebP under 200 KB.
- Interlink service and location pages with keyword-rich anchors (avoid 'click here').

Local (Google Business + Metro Vancouver) (5)

- Claim and fully complete your Google Business Profile: categories, services, service area (Downtown, Kitsilano, Yaletown, Burnaby, Richmond, Surrey).
- Post one Google Business update per week and reply to every review within 48 hours.
- Get 10 fresh NAP citations on BC-relevant directories (BBB, YellowPages.ca, BCLocalNews, ChamberOfCommerce.ca).
- Publish a dedicated landing page per neighborhood you serve in Metro Vancouver.
- Embed a Google Map on your contact page pointing to your real Vancouver address or service area polygon.

Content (5)

- Map the top 20 buyer-intent keywords your Vancouver customers search. Cover each with a dedicated page.
- Publish one authority piece per month (1500+ words) answering the questions your sales team hears.

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- Add an FAQ block with schema to every service page (6-8 real customer questions).
 - Refresh your 5 highest-traffic pages every quarter. Update stats, screenshots, and internal links.
 - Kill or merge thin pages under 300 words that aren't ranking or converting.

Links (4)

- Reclaim unlinked brand mentions on BC news sites and industry blogs.
- Sponsor or contribute to one local event, chamber, or non-profit each quarter (earn a .ca or .org backlink).
- Pitch one data study or local guide per quarter to BC journalists via HARO/Qwoted.
- Audit your backlink profile monthly. Disavow spammy links and replicate what your top Vancouver competitor is earning.

Analytics (3)

- Install GA4 + Search Console, then wire conversions (form submits, calls, bookings) to actual revenue events.
- Track rankings weekly for your top 20 keywords in the Vancouver location.
- Review one dashboard per week: traffic, top pages, conversions, and page speed. Ship one improvement based on what you see.

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