

Electrician website checklist

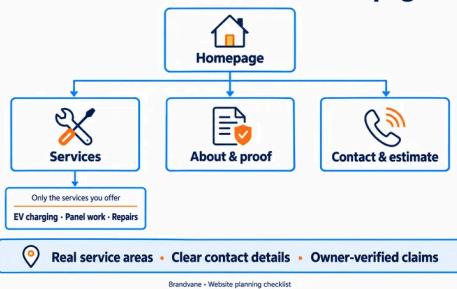
Review your existing website. Tick each item when checked, record what needs attention, and choose your next useful fix.

Business: _____

Date: _____ Reviewer: _____

For electrical contracting businesses. A planning aid, not a ranking score or an installation guide.

Your electrician website: the essential pages



☐ 1. Make the homepage specific

Name the electrical work you offer, your real service area and a clear call or estimate action.

☐ 3. Answer the next customer question

Describe your actual scope, assessment process, information to provide and next step. Avoid unsupported price or availability promises.

☐ 5. Use real proof

Use owner-approved project examples, permitted photos and accurate credentials. Publish customer feedback only with appropriate permission.

☐ 7. Keep the Business Profile accurate

Check name, phone, hours, website and categories. If customers do not visit your address, follow service-area rules.

☐ 9. Test the contact path

Tap the phone link and submit a labeled test form. Confirm receipt, response ownership and a useful confirmation message.

☐ 2. Choose the right service pages

Give distinct customer needs their own page when justified. Combine overlapping services and leave out work you do not offer.

☐ 4. Show accurate service areas

List genuine coverage and practical limits. Add town pages only when you have useful, specific information for those places.

☐ 6. Label and connect your pages

Use descriptive page titles and headings. Link relevant services from navigation and related pages; check for broken links.

☐ 8. Check the mobile experience

Use legible text and clear buttons, avoid obstructive overlays, compress oversized images and check that pages load without errors.

☐ 10. Record a baseline and the next action

Record the date, page, change and Search Console observations. Track qualified inquiries separately from clicks; do not assume causation.

My priority page: _____

Next change: _____

Owner / due date: _____

Full guide, examples and accessible checklist: brandvane.ai/blog/local-seo-for-electricians/

Want the complete implementation materials? [Electrician Website Action Plan — \\$149 once.](#)

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