EazWorld

SEO CHECKLIST

Complete SEO Checklist for Ghana Businesses

Tick your way through Google Business Profile, local listings, on-page and technical SEO, and turning visitors into WhatsApp chats.

How to use this checklist

Work through one section at a time. Most items take minutes, not days. Tick each box when it is done, and come back every three months: SEO is upkeep, not a one-off job.

1. Google Business Profile

For most local businesses this is the single most important listing. It is what appears on Google Maps and in the map results when someone searches “near me”.

- [ ] Claim and verify your profile at business.google.com
- [ ] Business name exactly as it appears on your signboard (no extra keywords)
- [ ] Correct primary category, plus a few accurate secondary categories
- [ ] Full address, with your GhanaPostGPS digital address in the address or description
- [ ] Map pin placed on your actual door, not the street
- [ ] Phone number that is answered during opening hours
- [ ] Opening hours, including public holiday hours
- [ ] Website link, and a WhatsApp link if you take enquiries there
- [ ] Description of 600–750 characters saying what you do and which areas you serve
- [ ] At least 10 real photos: outside, inside, team, products, work in progress
- [ ] Your products or services listed, with prices where you can
- [ ] A post every week or two (offers, new stock, finished work)
- [ ] Every review answered, good or bad, within a few days

> **Tip** Ask happy customers for a review while they are still in front of you. A short link or QR code from your profile makes it a ten-second job.

2. Listings across the web (citations)

Search engines trust a business more when its name, address and phone number (NAP) are the same everywhere. Small differences such as “St.” and “Street” are fine; different phone numbers are not.

- [ ] Write down your official NAP and use exactly that everywhere
- [ ] Facebook page: name, address, phone, hours, website
- [ ] Instagram and TikTok bios: what you do, your area, a contact link
- [ ] LinkedIn company page
- [ ] Bing Places for Business (powers Bing and some voice assistants)
- [ ] Apple Business Connect (shows you on Apple Maps for iPhone users)
- [ ] Reputable Ghanaian business directories and your industry associations
- [ ] Old listings with an old phone number or address found and corrected

3. On-page SEO (every important page)

- [ ] One clear main heading (H1) saying what the page offers and where, e.g. “Phone Repair in Accra”
- [ ] Page title of about 50–60 characters, unique to that page
- [ ] Meta description of about 120–160 characters that makes people want to click
- [ ] Short, readable web address, e.g. /services/web-design
- [ ] The words your customers actually search for, used naturally (not repeated over and over)
- [ ] Your town or area mentioned where it is true and helpful
- [ ] Images with descriptive file names and alt text
- [ ] Links to your other relevant pages (services, contact, related articles)
- [ ] Your phone number, address and opening hours in the footer
- [ ] A clear next step on every page: call, WhatsApp, book or buy
- [ ] Content written for people first: answers real questions, no copied text

4. Technical SEO

- [ ] Site loads over https:// with a valid SSL certificate
- [ ] Works well on a phone: text readable without zooming, buttons easy to tap
- [ ] Loads quickly on mobile data (see our Website Speed Optimisation Guide)
- [ ] Sitemap at yoursite.com/sitemap.xml, submitted in Google Search Console
- [ ] robots.txt does not block pages you want found
- [ ] No broken links or pages returning “404 not found”
- [ ] Old addresses permanently redirected (301) to their new pages
- [ ] Only one version of the site: www and non-www go to the same place
- [ ] Each page has a canonical tag pointing to itself
- [ ] Google Search Console checked monthly for errors
- [ ] Structured data (LocalBusiness, Product, FAQ) where it fits

5. Turning visitors into WhatsApp chats

Many Ghanaian customers would rather send a WhatsApp message than fill in a form. Make that easy and measure it.

- [ ] WhatsApp Business app (or API) set up with your business name, hours and catalogue
- [ ] Click-to-chat link on your site: https://wa.me/233XXXXXXXX (country code, no leading 0)
- [ ] A pre-filled message, e.g. ?text=Hello%2C%20I%20saw%20your%20website
- [ ] WhatsApp button visible on mobile without scrolling, but not covering content
- [ ] A greeting and away message set in WhatsApp Business
- [ ] Quick replies saved for your most common questions
- [ ] Clicks on the WhatsApp button tracked as a conversion in Google Analytics
- [ ] Reply time checked: aim to answer within business hours the same day

Want EazWorld to do this for you?

We help businesses in Accra and across Ghana with web design, SEO, branding and digital marketing. See our services at **eazworldgh.com/services** or talk to us at **eazworldgh.com/contact**.