

Gutter Contractor SEO Quick Audit

30 checks to find your biggest Google visibility gaps.

Check each item your gutter business currently has in place.
Give yourself one point for every completed item.

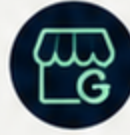


1 2 3 4 5 6



1. Website & Service Pages — /5

- ☐ Dedicated Gutter Installation page
- ☐ Dedicated Gutter Repair page
- ☐ Dedicated Seamless Gutters page
- ☐ Dedicated Gutter Guards page
- ☐ Important service areas have useful location pages



2. Google Business Profile — /5

- ☐ Correct primary business category
- ☐ Gutter services have been added
- ☐ Service areas are accurate
- ☐ Recent real project photos are uploaded
- ☐ New customer reviews are being earned consistently



3. On-Page SEO — /5

- ☐ Important pages have unique titles and H1 headings
- ☐ Each page targets one clear search intent
- ☐ Service pages contain real project photos or proof
- ☐ Related pages are connected with internal links
- ☐ Every commercial page has a clear estimate CTA



4. Authority & Local Presence — /5

- ☐ Major business listings have been claimed
- ☐ Local Chamber or Home Builders Association opportunities have been evaluated
- ☐ Gutter-industry directories or associations have been evaluated
- ☐ Relevant manufacturer or dealer listings have been evaluated
- ☐ Competitor backlink opportunities have been researched



5. Content — /5

- ☐ The site answers gutter cost questions
- ☐ The site covers common gutter problems and repairs
- ☐ The site publishes useful product or system comparisons
- ☐ Completed gutter projects are documented online
- ☐ Seasonal gutter topics are published before demand peaks



6. Technical SEO & Tracking — /5

- ☐ Important pages are indexed by Google
- ☐ The website works well on mobile devices
- ☐ Large project images are properly optimized
- ☐ Google Search Console and GA4 are configured
- ☐ Calls and estimate forms are tracked



YOUR GUTTER SEO SCORE

15 / 30

0-10

— **Foundation Needs Work:** Major gaps are limiting your search visibility.

11-20

— **Good Start:** The basics exist, but meaningful opportunities remain.

21-25

— **Strong Foundation:** Focus on expanding authority, content, and local visibility.

26-30

— **Mature SEO Setup:** Look for competitive gaps and incremental improvements.



This score is a quick diagnostic, not a Google ranking score.
Use it to identify areas worth investigating.



RECHKEMMER
MARKETING

What Should You Fix First?

Do not try to fix all 30 items at once. Prioritize the changes most likely to improve qualified visibility, estimate requests, or booked jobs.



Your 5 Highest-Priority SEO Fixes

Priority	What Needs to Be Fixed?	Status
1		☐
2		☐
3		☐
4		☐
5		☐

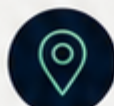


Simple 90-Day SEO Plan



Month 1 — Foundation

- Keyword research
- Website architecture
- Core service pages
- Google Business Profile
- Technical problems
- Tracking



Month 2 — Local Relevance

- Location pages
- Project pages
- Reviews
- Citations
- Manufacturer or industry listings



Month 3 — Authority & Growth

- Backlinks
- Local partnerships
- Supporting content
- Internal linking
- Ranking and conversion analysis



Your 90-Day Goal



Want Help Prioritizing Your SEO?

Rechkemmer Marketing can review your gutter company's website, Google Business Profile, rankings, and competitive landscape to identify the opportunities most likely to produce qualified leads.



Request an SEO Consultation →

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