Local SEO Checklist for Painting Companies

Ordered by what our study of 36 local painting searches, 300 painting company websites (268 crawled) and 308 Google Business Profiles shows: what leans with the map pack first, then weak leans worth having, profile basics, website features, technical hygiene, setup and a monthly routine. Collected November 2026, outside the spring and summer exterior painting season.

Priority 1: what leans with the map pack

	Item	Owner	Date done
☐	**Referring domains compared with the painters in your map pack; earn local links every month (supplier directories, associations, sponsorships, local press)** Median 162 vs 100 referring domains, map-pack businesses vs Maps 4-20 only (franchise brand domains pull the pack median up). Organic top 3 vs 4-10: 132 vs 135, no clear difference. Median painting site: 110.		
☐	**Before-and-after photos of real jobs added to the profile every month** Median 182.5 vs 101.5 photos, map-pack businesses vs the rest; counts include customer photos.		
☐	**Review count compared with the map pack in your town** Median 188 vs 64 reviews, map-pack businesses vs the rest. Positions 1-3 vs 4-7: 221 vs 146, weak. Three-quarters of map-pack listings have 122 or more.		
☐	**Review request (Google link or QR code) after every job, to every customer** New reviews in 30 days: median 2 vs 1, weak. Never pay, offer discounts or ask only happy customers (Google policy).		

Priority 2: worth having (weak leans)

	Item	Owner	Date done
☐	**Warranty or guarantee on the homepage, if you offer one** 62% vs 45%, map pack vs lower in Maps: weak, worth having, not a ranking factor. 48% of painting homepages mention one.		
☐	**Licensed and insured wording on the homepage, if true** 60% vs 42%, map pack vs lower in Maps: weak, worth having. 45% of painting homepages say licensed, insured or bonded.		
☐	**A page for each core service (interior, exterior, cabinets, decks, commercial)** 88% vs 72%, map pack vs lower in Maps: weak, worth having. 75% of painting sites have service pages, median 10.		

Priority 3: profile basics (no clear difference)

	Item	Owner	Date done
☐	**Profile claimed and verified under your real business name** 97% claimed. No added keywords in the name (Google guidelines). See the Google Business Profile checklist.		

- [ ] **Primary category: Painter**
  Painter on 49 of 60 map-pack profiles.
- [ ] **Website link, description and services list filled in**
  Description 97% vs 94%, website link 98% vs 94%: no edge for the map pack.
- [ ] **A Google post each month**
  Posted in 30 days 50% vs 39%: no clear difference.
- [ ] **A reply to every review**
  Median reply rate 85% vs 90%: no clear difference.

Priority 4: website features with no measured edge

Item	Owner	Date done
Click-to-call phone link in the header on every page 81% of painting sites. Map pack 88% vs 78%, organic 87% vs 87%: no clear difference.		
Quote form on the homepage 41% of painting homepages. Map pack 36% vs 43%, organic 37% vs 42%: no clear difference.		
LocalBusiness schema (HousePainter) on the homepage 54% of painting sites. Map pack 63% vs 53%, organic 50% vs 60%: no clear difference.		
Metro name and "house painters" wording in the homepage title 65% have the metro name (a floor). Map pack 69% vs 66%, organic 63% vs 77%: no clear difference. "House painters <city>": median 680 searches a month per metro vs 140 for "painting contractor <city>".		
A page for each town you actually serve, with real local jobs; never city-swapped copies 59% have location pages, median 13. Map pack 67% vs 55%, organic 73% vs 70%: no clear difference. Google's doorway-abuse policy applies.		
Real customer reviews shown on the site, with permission Review widget on 20%. Map pack 16% vs 22%, organic 23% vs 17%: no clear difference.		
A blog only if someone will post to it 49% have a blog; 15% posted in the last 12 months. Map pack 61% vs 47%, organic 57% vs 55%: no clear difference.		
A homepage that loads fast on a phone (compress gallery images) Median mobile score 65; only 15% load main content within 2.5 seconds. Speed: 66 vs 65 (map pack), 63.5 vs 60.5 (organic): no clear difference.		

Priority 5: technical hygiene

Item	Owner	Date done
HTTPS on every page 268 of 268 crawled painting sites.		
A meta description on every page 23% lack one on a quarter or more of their pages.		

- [ ] **One H1 on every page** — Owner: _____ Date done: _____
  16% lack an H1 on a quarter or more of their pages.
- [ ] **A unique title on every page** — Owner: _____ Date done: _____
  5% duplicate titles on a quarter or more of their pages.

Setup: best practice

	Item	Owner	Date done
☐	**Name, address and phone the same on your site, profile and directory listings (Yelp, Thumbtack, Angi, BBB)** Best practice (not study data). yelp.com appeared 35 times on page one of local painting searches. See the painting directories guide.		
☐	**Search Console and Google Analytics set up and verified** Best practice (not study data).		

Monthly tasks

	Item	Owner	Date done
☐	**Check map-pack position for your top searches from a phone inside your service area** Best practice (not study data).		
☐	**Check profile calls, website clicks and direction requests** Best practice (not study data).		
☐	**Count new reviews against last month** Best practice (not study data). Map-pack median 2 vs 1 new reviews in 30 days (weak, November).		
☐	**List the new links you earned** Best practice (not study data).		
☐	**Check Search Console clicks for service and town searches; fix any page that dropped** Best practice (not study data).		

Source: The Fractional SEO Painting Study, November 2026. Study figures are correlations, not proof of cause. Full guide: thefractionalseo.com/industries/painting/resources/painting-local-seo-checklist/