

YOUR FIRE PROTECTION SEO CHECKLIST

A commercial-first SEO self-audit for fire protection companies



COMPANY	MARKET / SERVICE AREA	DATE
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Check one box on each line. Every "No" is a gap worth closing.

SEARCH FOUNDATION

Do you have a page for each service you sell?	☐	☐
Is your phone number visible without scrolling?	☐	☐
Is call and form tracking turned on?	☐	☐
Was your site built for search, or fixed after launch?	☐	☐
Do you use real photos of your crew and your jobs?	☐	☐

LOCAL VISIBILITY

Is your Google Business Profile claimed and complete?	☐	☐
Is your primary category right?	☐	☐
Is your services list filled out with real names?	☐	☐
Do you have a process for asking commercial clients for reviews?	☐	☐
Is your name, address, and phone the same on every listing?	☐	☐
Do your city pages say something true about each city?	☐	☐

AUTHORITY & ACCOUNT GROWTH

Are you writing answers to real buyer questions?	☐	☐
Do you have a page for the buyer holding a deficiency report?	☐	☐
Are you earning mentions from trade groups, suppliers, or partners?	☐	☐
Can you trace a closed account back to the search that made it?	☐	☐

TOP THREE GAPS TO CLOSE FIRST	Focus on the work most likely to create qualified commercial opportunities.
1. _____	
2. _____	
3. _____	

YOUR NEXT STEP	Need a clearer starting point?
Total gaps to close ("No" answers): ☐ ☐	Get your free Fire Protection Marketing Audit
Start with the gaps that affect your most valuable services, markets, and account growth.	fireguarddigital.com/fire-protection-marketing-audit