Contractor Website Checklist for Alberta Tradespeople (2025 Edition)

■ Visibility

- Your website says what you do and where you do it (Calgary, Alberta, etc.)
- Your page titles include your trade and your city
- You've submitted your sitemap to Google Search Console

■ Mobile & Performance

- Site loads in under 3 seconds on mobile
- Text is legible and buttons are tap-friendly
- No broken links or images

■ Local SEO

- Google Business Profile is verified and complete
- Service areas include your city and nearby towns
- You've added 5+ project photos
- You have at least 3 online reviews

■ Technical & Trust Signals

- You have HTTPS (SSL certificate)
- Your site includes your license, insurance, or certification (if applicable)
- NAP (Name, Address, Phone) is consistent across the web

■ Content & Conversion

- Contact form or phone number is easy to find
- You have a blog or FAQ page that answers common local questions
- Testimonials or customer reviews are on your site