

Local SEO Checklist

For Solar Panel Installers in UAE, Singapore, Australia, Brazil & Canada

A checklist to see if your solar business is set up to show up on Google when a homeowner near you searches for a solar installer.

No jargon. No agency-speak. Just tick the boxes.

How to Use This Checklist

You don't need to be a marketing expert to go through this. Each section covers one part of "local SEO" — the reason your business does or doesn't show up when someone nearby searches "solar installer near me" on Google.

Go through every box. If you can honestly tick it, great — you're ahead of most local competitors. If you can't, that's not a problem, it's just your next task (or something we can fix for you).

At the end, count your unchecked boxes — that number roughly tells you how much revenue-generating visibility you're currently leaving on the table.

1 Google Business Profile (GBP)

Why it matters: This is the free Google listing with your map pin, photos, and reviews. It is the single biggest reason solar companies do or don't show up in the Google Maps "3-pack" at the top of local search results.

- ☐ I have claimed and verified my Google Business Profile
- ☐ My business category is set to "Solar Energy Contractor" (not just "Contractor")
- ☐ My service areas list every city/region I actually work in (e.g. Dubai, Singapore, Sydney, São Paulo, Toronto)
- ☐ My business name, address, and phone number are 100% correct
- ☐ I post an update (photo, offer, or recent job) at least once a week
- ☐ I've added real photos of finished installations, not stock images
- ☐ I've filled in the Q&A section with questions customers actually ask me
- ☐ My working hours are accurate, including holidays

2 Name, Address & Phone (NAP) Consistency

Why it matters: If your business name or phone number is written slightly differently on your website, Google listing, and other directories, Google sees this as a red flag and trusts your business less.

- ☐ My business name is written exactly the same everywhere (website, GBP, directories)
- ☐ My phone number is current and identical on every listing
- ☐ My address matches exactly, including things like "St." vs "Street"
- ☐ I've checked my listing on at least 5–10 business directories relevant to my country
- ☐ I've removed or corrected any old/duplicate listings with outdated info

3 Website & Location Pages

Why it matters: A single generic "Services" page can't rank for every city. A dedicated page for each area you serve helps Google (and customers) see you as a genuine local option.

- ☐ I have a separate page for each city/region I install solar systems in
- ☐ Each location page has unique content — not the same text with the city name swapped
- ☐ My website loads quickly and works well on mobile phones
- ☐ Every page has a clear "Call Now" or "Get a Quote" button

- ☐ My website mentions real neighborhoods/areas I've worked in

4 Reviews

Why it matters: More (and more recent) reviews build trust with both customers and Google. A company with 100+ good reviews will almost always beat one with 10, even with similar work quality.

- ☐ I ask every happy customer for a Google review right after installation
- ☐ I send a simple WhatsApp/SMS message with a direct review link
- ☐ I reply to every review — good or bad — within 48 hours
- ☐ My review count and star rating are close to or better than my top 3 competitors

5 Local Citations & Directories

Why it matters: Being listed correctly on the right directories (not hundreds of random ones) tells Google your business is real, established, and relevant to your industry and area.

- ☐ I'm listed on major business directories in my country with correct details
- ☐ I'm listed on renewable energy / solar industry associations or directories
- ☐ I'm listed with my local Chamber of Commerce, if applicable
- ☐ I've prioritized quality, relevant directories over mass-submitting to generic ones

6 Content That Answers Real Customer Questions

Why it matters: Generic "benefits of solar energy" blog posts don't help you rank locally. Content that answers the exact questions your leads ask does — and it's also what gets picked up by AI search tools.

- ☐ My website/blog answers real questions like financing, net metering, and ROI for my area
- ☐ I mention local incentive/rebate programs (e.g. Shams Dubai, Singapore's SolarNova, Australia's STCs, Brazil's net metering rules, Canada's Greener Homes Grant) where relevant
- ☐ My content is written for someone in my service area, not "anywhere in the world"

! Common Mistakes to Avoid

- ☐ Treating my website like a brochure instead of a lead-generation tool
- ☐ Ignoring mobile page speed
- ☐ Setting up Google Business Profile once and never updating it again
- ☐ Chasing backlinks while ignoring GBP and local signals
- ☐ Skipping schema markup that helps Google understand what I offer and where

Quick Score

Total boxes checked: _____ out of 29

24–29 checked: You're in great shape. Focus on consistency and maintenance.

14–23 checked: Good foundation, but real leads are likely slipping to competitors.

Below 14: You're likely invisible to most nearby searches right now — this is fixable, and quickly.

Don't Want to Do This Alone?

This checklist covers the essentials — but fixing Google Business Profile issues, cleaning up citations across dozens of directories, and writing genuine location pages takes real time most solar business owners don't have.

At Bharat Rise Ranks, we run local SEO for solar installers end-to-end — Google Business Profile setup and management, citation cleanup, location page content, and review generation systems — so leads start finding and calling you instead of a competitor.

Ready to fix what's unchecked above?

Website: bharatriseranks.com

Email: [your email here]

Phone / WhatsApp: [your number here]

Get in touch for a free, no-obligation review of where your solar business currently stands in local search.