

# The Naples SEO Checklist

## 27 Things to Fix Before You Spend a Cent on Ads

Every euro you spend on Google Ads while your SEO fundamentals leak is a euro burned. Work through these 27 items - most take under an hour - and you will already outrank half of the local competition in Naples before touching a paid campaign.

### Technical Foundations

- 01.** Confirm every important page returns HTTP 200 - crawl the site with Screaming Frog and fix any 4xx or 5xx.
- 02.** Force HTTPS site-wide and 301-redirect every HTTP URL - mixed content kills trust and rankings.
- 03.** Make sure the XML sitemap is live at /sitemap.xml and submitted in Google Search Console.
- 04.** Add or update robots.txt - do NOT block /wp-admin patterns that also block CSS/JS assets.
- 05.** Reach a mobile PageSpeed score of 70+ - compress hero images, defer non-critical JS, remove render-blocking CSS.
- 06.** Add canonical tags on every page, especially on filtered category URLs (colore=, prezzo=, ordina=).
- 07.** Fix duplicate title tags and meta descriptions flagged in Search Console > Coverage.

### On-Page Optimization

- 08.** One H1 per page that contains the primary keyword and the word 'Napoli' when the intent is local.
- 09.** Rewrite title tags to 55-60 characters with the money keyword in the first 30 characters.
- 10.** Rewrite meta descriptions to 140-155 characters with a clear CTA (Chiama, Prenota, Preventivo gratuito).
- 11.** Add descriptive ALT text on every image - never leave 'IMG\_1234.jpg' or empty alt.
- 12.** Use internal links with keyword-rich anchor text - not 'clicca qui' or 'leggi di piu'.

### Local SEO (Google Business Profile Napoli)

- 13.** Claim and 100% complete your Google Business Profile - category, hours, services, area served.
- 14.** Add 10+ photos of the storefront, team and completed work, plus at least one short video.
- 15.** Publish one Google Post per week with an offer, event or news item.
- 16.** Ask 20 recent happy customers for a Google review this month - reply to every single one in Italian.
- 17.** Build citations on PagineGialle, Yelp Italia, Kompass, Europages and 5 Naples-specific directories.
- 18.** Embed a Google Map iframe on the /contatti page and mark up address with LocalBusiness schema.

## Content

- 19.** Publish one long-form article (1500+ words) per month targeting a 'servizio + Napoli' keyword you can realistically rank for.
- 20.** Create a dedicated landing page for each neighborhood you serve (Vomero, Chiaia, Fuorigrotta, Posillipo).
- 21.** Add an FAQ block with FAQPage schema on every service page - answer real questions from AlsoAsked.

## Links

- 22.** Reclaim brand mentions - find every site that named you without linking and email for a link.
- 23.** Get listed in 3 Naples chamber-of-commerce or industry-association directories relevant to your niche.
- 24.** Guest-post one article per quarter on a Campania regional blog with DR 30+.

## Analytics

- 25.** Install GA4 with conversion events for form submissions, phone clicks and WhatsApp clicks.
- 26.** Connect Search Console to GA4 and set up a weekly email report on top queries and pages.
- 27.** Track rankings for your 30 core 'servizio + Napoli / Vomero / Chiaia' queries weekly - anything else is guessing.