

The Rome SEO Checklist

27 Things to Fix Before You Spend a Euro on Ads

Use this checklist to audit your website in about 90 minutes. Every item below is something we fix for Rome-based clients (from centro storico shops to EUR B2B firms) before we recommend paying for a single Google Ads click. If organic is broken, paid traffic just amplifies the leak.

Technical (foundations Google won't forgive)

- Site loads over HTTPS with a valid, non-expiring certificate (check HSTS header).
- Core Web Vitals: LCP < 2.5s, INP < 200ms, CLS < 0.1 on 4G mobile (test with PageSpeed Insights).
- XML sitemap submitted in Search Console and returns 200; no orphan or 404 URLs listed.
- robots.txt does not block /wp-content/uploads, /assets, or key JS/CSS folders.
- Canonical tags on every indexable page point to the correct HTTPS + trailing-slash version.

On-Page (each page earns its ranking)

- Every page has a unique <title> under 60 characters with the primary keyword near the front.
- Meta descriptions are 140-160 chars, benefit-led, and mention 'Roma' or the target neighborhood where relevant.
- One H1 per page; H2/H3 structure mirrors the search intent (informational vs. commercial).
- Images: descriptive filenames, alt text, and modern formats (WebP/AVIF) sized to display width.
- Internal links use descriptive anchors (not 'click here') and connect money pages to supporting content.

Local (Google Business Profile & Roma signals)

- GBP: 100% profile completion, correct primary category, 10+ real photos, weekly Google Posts.
- NAP (Name, Address, Phone) identical across website, GBP, PagineGialle, Virgilio, TripAdvisor, Facebook.
- Dedicated location pages if you serve multiple Rome zones (centro, Prati, Trastevere, EUR, Parioli, Testaccio).
- Review flywheel: automated post-service email/SMS asks; owner replies to 100% of reviews within 48h.
- LocalBusiness + PostalAddress schema with correct addressRegion 'Lazio' and postalCode.

Content

- Every service page answers the 5 most common client questions (mine from Sales calls & GBP Q&A).
- At least one comparison or 'X vs Y' article targeting your competitors' branded queries.
- Neighborhood-specific pages or case studies (e.g. 'SEO for restaurants in Trastevere').
- Blog cadence: 2 well-researched posts/month beats 8 shallow ones - kill thin content.

Links (authority the honest way)

- Backlink profile audited in Search Console: disavow only clearly toxic domains.
- Digital PR angles ready for RomaToday, Il Messaggero local, Corriere Roma editions.
- Local partnerships (associations, chambers, universities) linking from real .it domains.
- Zero PBN, guest-post-network, or 'link package' purchases - they will cost you a manual action.

Analytics (measure what pays)

- GA4 + Search Console linked; conversions defined for form fills, calls, and WhatsApp clicks.
- Rank tracking on 20-50 priority keywords, segmented by Rome-local vs. national intent.
- Monthly report shows leads and revenue attributed to organic - not just sessions and bounce rate.

Want us to run this audit for you? Book your free 24h SEO audit at romaseo.com