

The Porto SEO Checklist

40 practical checkpoints to get more customers from Google — tuned to the real Porto market, in plain English.

Free · No sign-up · Ready to print

1. Technical foundation (7 points)

- ☐ **Valid HTTPS certificate**
Entire site on https:// with no mixed content. 301 redirect from http → https.
- ☐ **Green Core Web Vitals**
LCP < 2.5s, INP < 200ms, CLS < 0.1 in PageSpeed Insights (mobile).
- ☐ **Fully mobile-friendly site**
Test on iPhone and Android. No horizontal scroll, tap targets ≥ 48px.
- ☐ **Sitemap.xml submitted in Search Console**
URL /sitemap.xml, no crawl errors reported.
- ☐ **Clean robots.txt**
Does not block commercial pages. Does not block /assets/*.
- ☐ **Correct canonicals**
Every page has <link rel="canonical"> pointing to itself.
- ☐ **Hreflang if multilingual**
PT ↔ EN properly linked. x-default to the primary language.

2. On-page — each commercial page (8 points)

- ☐ **Unique title < 60 characters**
Format: [Keyword] + [Benefit] + [Brand/Location]. No duplicates across the site.
- ☐ **Meta description 150–160 characters**
Clear CTA (Get a quote, Call now, See pricing).
- ☐ **One clear H1**
Contains the main keyword. Different from title.
- ☐ **Logical H2/H3 structure**
H2 per topic, H3 per subtopic. No "jumps" (H2 → H4).
- ☐ **Short, semantic URL**

e.g. /services/local-seo instead of /page?id=42.

☐ **Optimized images**

WebP when possible, descriptive alt text (no keyword stuffing), < 200KB per image.

☐ **Rich internal linking**

Each page links to 3–5 related pages with descriptive anchors.

☐ **Clear CTA above the fold**

Visible button, benefit-driven copy ("Get a free quote").

3. Porto local SEO (7 points)

☐ **Google Business Profile 100% filled**

Categories, description, address, phone, hours, photos, products, services.

☐ **Consistent NAP across the web**

Name, address, phone identical on Páginas Amarelas, Facebook, TripAdvisor, Cylex.

☐ **Contact page with map and schema**

Structured address with Schema.org/LocalBusiness.

☐ **15+ real Google reviews**

Replies to every review — good and bad — within 48h.

☐ **Weekly posts on GBP**

Offers, news, cases. Every post is an activity signal.

☐ **Neighborhood page if you serve multiple areas**

Baixa, Boavista, Foz, Cedofeita, Bonfim — one unique page per neighborhood.

☐ **Local citations in PT directories**

Páginas Amarelas, PAI, Cylex, TripAdvisor, guiadacidade.pt.

4. Content that converts (7 points)

☐ **1 page per commercial keyword**

Do not mix "local SEO" and "technical SEO" on the same URL.
Local SEO does not mix up on-page and off-page. Av. dos Aliados, 45 · 4000-064 Porto

☐ **> 800 words on commercial pages**
Cover the query in depth. Below that, Google favors competitors.

☐ **FAQ block with FAQ schema**
3–6 real customer questions. Rich snippet on Google.

☐ **Visible social proof**
Testimonials with real names, logos, cases or numbers (+140% traffic, 60+ clients).

☐ **Prices or price ranges mentioned**
When possible. Filters out unqualified leads.

☐ **Blog with pillars**
3 topical pillars. Each pillar has 1 anchor article + 6–10 satellites.

☐ **Visible dates on informational pages**
Update the date and the text only when there was a real revision.

5. Backlinks and authority (5 points)

☐ **Backlinks only from real Portuguese sites**
No PBN. No bulk buying. A good link beats 50 bad ones.

☐ **Guest posts on industry blogs**
Original articles > 1,200 words with contextual link and varied anchors.

☐ **Digital PR: mentions in newspapers**
Publico, Observador, Jornal de Notícias, dinheirovivo.pt.

☐ **Partnerships with associations and city councils**
Links from the parish or municipal website.

☐ **Monthly monitoring with Ahrefs/SEMrush**
New, lost, toxic backlinks. Quarterly disavow.

6. Conversion (6 points)

☐ **Max 3-field form** © 2026 SEO Porto · info@seoporto.org · seoporto.org · Av. dos Aliados, 45 · 4000-064 Porto

Name, contact, message. More fields = fewer submissions.

☐ **Sticky mobile button**

Fixed CTA at bottom of the screen — WhatsApp or "Get a quote".

☐ **Free audit as bait**

Clear offer above the fold ("Free audit in 24h").

☐ **Tracking with GA4 + Search Console**

Events: submit_form, click_whatsapp, click_phone.

☐ **Thank-you page with next step**

After the form, offer to book a meeting or read a case study.

☐ **Reply in < 24h to every form**

Automated + human within the same business day.

Prefer us to run the audit for you?

Full SEO audit in 24 hours. Free. No strings attached.

seoporto.org/en/contact