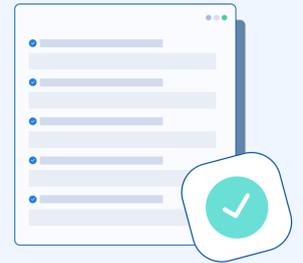


Project Portfolio SEO Checklist for Construction Companies



Turn completed projects into high-intent SEO assets that attract qualified clients.

How to use this checklist

Use this checklist every time you publish or update a project portfolio page. Each step helps your project pages support local visibility, trust, and project inquiries.

1. Choose the right project

- Focus on a profitable, representative project
- Confirm client permission to feature photos and details
- Identify the primary service and location
- Select 6–10 high-quality photos or videos

Why it matters: Search engines and buyers reward relevance. The right project sets the foundation for both.

2. Structure the page like a case study

- Headline includes project type and location
- Short project overview explaining:
 - The challenge
 - Your solution
 - The result
 - Key project details included (materials, scope, timeline)
 - Client testimonial or outcome, if available
 - Clear CTA tied to similar projects

Why it matters: This builds trust and helps the page rank for long-tail, high-intent searches.

3. Optimize images and visuals

- Compress images for fast load times
- Use descriptive, location-aware file names
- Add clear, descriptive alt text
- Order images to tell the project story

Why it matters: Images influence rankings, accessibility, and buyer confidence.

4. Reinforce local and SEO signals

- Reference the city or service area naturally
- Link to relevant service and location pages
- Add internal links from related projects
- Use structured data when applicable

Why it matters: These signals help search engines connect your work to your service areas.

5. Promote and reuse the project

- Share the project on Google Business Profile
- Reuse images and excerpts on social or email
- Pitch standout projects to local or industry publications

Why it matters: A single project page can support SEO, local visibility, and authority at the same time.

Common mistakes to avoid

- Treating portfolio pages like photo galleries
- Forgetting to include the location context
- Uploading large, uncompressed images
- Publishing thin or duplicated project pages