

Local SEO Checklist for Groomers

Get found on Google when someone searches "cat groomer near me" in your city.

Most groomers rely entirely on word of mouth. That's a fragile business.

When someone moves to your city, adopts a cat, or loses their old groomer — they search Google.

If you're not showing up, they're booking someone else. This checklist fixes that.

Work through this once. Then spend 15 minutes per month maintaining it.

HOW TO USE THIS CHECKLIST

CRITICAL Do these first. Highest impact, often free.

IMPORTANT Do these within 30 days.

NICE TO HAVE Do these when you have time.

SECTION 1 — GOOGLE BUSINESS PROFILE

CRITICAL — This is the single most important thing you can do. It's free and takes 15 minutes.

- Claim and verify your Google Business Profile** at business.google.com (free, takes 15 min)
- Business name** — use your exact legal/operating name, no keyword stuffing
Wrong: "Best Cat Groomer Chicago — Fluffy Paws Salon" | Right: "Fluffy Paws Salon"
- Category** — set primary to "Pet Groomer" and add secondary categories
- Address or service area** — if mobile/home-based, set a service radius instead of address
- Phone number** — use a local number, not an 800 number
- Website URL** — link directly to your booking page if possible
- Hours** — set accurate hours including holiday hours seasonally
- Description** — 250 chars, include your city + "cat grooming" naturally
Example: "Professional cat grooming in Austin, TX. Specializing in anxious and long-haired cats."
- Photos** — upload at minimum: exterior, interior, before/after, you working
Aim for 10+ photos. Profiles with photos get 42% more direction requests.
- Services list** — add every service with price ranges
- Booking link** — add your booking URL in the appointments section
- Attributes** — check all that apply: women-owned, appointment required, etc.

Section 2 — Getting Google Reviews

Reviews are the #1 factor Google uses to rank local businesses. Get more. Respond to all.

CRITICAL — Groomers with 10+ reviews get dramatically more profile views than those with 3 or fewer.

- Ask every happy client** before they leave — verbally + follow-up text
- Text script:** "Hi [Name]! So glad [Pet] did great today. If you have 60 seconds, a Google review helps me so much — here's the link: [link]"
Send within 2 hours of the appointment while the experience is fresh
- Get your Google review link:** Search your business name on Google → click "Write a review" → copy that URL
- Short link:** Use bit.ly to shorten it — easier to text and remember
- QR code:** Generate a QR code pointing to your review link and post it at checkout
- Review table:** Put small free items on a table — clients pick one after leaving a review
Branded treats, keychains, seasonal items. Keep cost under \$3. People love free stuff.
- Referral system:** Same reward table for referrals — new client completes first groom, referrer picks an item
- Target:** 10+ reviews before anything else — under 10 and you're nearly invisible
- Respond to every review** — good AND bad. Google rewards active profiles.
Response to bad review: "Thank you for the feedback — I'd love to make this right. Please reach out directly."

■ **Quick win: Text your last 5 happy clients right now and ask for a review.**

Most will do it if you make it easy. Short link + a warm personal message = highest conversion.

This one action has gotten groomers from 2 reviews to 15+ in a single week.

Section 3 — Your Website

Your website tells Google what you do, where you are, and who you serve.

IMPORTANT — If you don't have a website yet, even a free one-page site beats nothing.

- Include your city + state** on your homepage — in the headline, not just the footer
Example: "Professional Cat Grooming in Denver, CO"
- Your phone number** in the header — clickable on mobile (tel: link)
- Services page** — every service listed with description and price range
- About page** — your story, certifications, years of experience
- Online booking** — embedded or clearly linked from every page
- Contact page** — address (or service area), phone, email, hours
- Before/after gallery** — real photos of your work, updated regularly
- Mobile-friendly** — test at google.com/test/mobile-friendly
- Page speed** — test at pagespeed.web.dev. Aim for 80+ on mobile
- SSL certificate** — your URL should start with <https://>, not <http://>
- Schema markup** — add LocalBusiness JSON-LD (your web developer can add this)

SECTION 4 — KEYWORDS TO TARGET

Use these naturally in your GBP description, website, and social posts — never stuff them.

- "Cat groomer near me"** — highest intent, most searched
- "Cat grooming [your city]"** — e.g. "cat grooming Austin" or "cat grooming Austin TX"
- "[Breed] cat groomer [city]"** — e.g. "Persian cat groomer Denver"
- "Mobile cat groomer [city]"** — if you offer mobile service
- "Cat groomer near [neighborhood]"** — target specific neighborhoods in your city
- Use these naturally in: homepage title, headings, GBP description, service pages
Don't stuff keywords. Write for humans first. Google penalizes obvious keyword stuffing.*
- Tool:** Google Search Console (free) shows exactly what people search to find you

Section 5 — Directories & Citations

Each listing is a signal to Google that your business is real, local, and consistent.

IMPORTANT — Name, Address, Phone must be IDENTICAL everywhere. Even small differences hurt.

- catgroomingdirectory.com** — claim your free listing (you're already here!)
- Yelp** — claim at biz.yelp.com, complete every field
- Facebook Business Page** — with services, hours, and reviews enabled
- Nextdoor** — neighbors actively ask for local recommendations here
- Apple Maps** — claim at mapsconnect.apple.com
- Bing Places** — claim at bingplaces.com (often overlooked, low competition)
- Yellow Pages / YP.com** — still drives traffic, especially for older clients
- BBB (Better Business Bureau)** — adds trust signals even without accreditation
- NAP consistency:*
Name, Address, Phone must be IDENTICAL across every listing. Even small differences (St vs Street) hurt rankings.

SECTION 6 — SOCIAL MEDIA FOR LOCAL REACH

- Before/after photos** — your #1 performing content type, every time
- Post 2–3x per week** minimum — consistency beats quality for local reach
- Tag your city** in every post — use location tags on Instagram and Facebook
- Use local hashtags** — #[city]pets #[city]dogs #[city]cats #[city]groomer
- Respond to every comment** — engagement signals boost reach
- Facebook local groups** — join neighborhood pet groups, contribute (don't just advertise)
- Instagram Reels** — short grooming videos get massive organic reach
- Share client reviews** as posts — social proof + fresh content

Section 7 — Track & Maintain

SEO isn't set-it-and-forget-it. 15 minutes a month keeps you ahead of competitors who do nothing.

- Google Search Console** — free, shows what searches bring people to your site
- Google Analytics** — free, shows where your website traffic comes from
- GBP Insights** — inside Google Business Profile, shows calls, direction requests, views
- Review count** — track monthly. Set a goal: +2 new reviews per month minimum
- Search ranking** — Google your top keyword every month and note your position
- Set a monthly 15-min SEO check-in:
New reviews? Respond. Photos updated? Add one. Hours correct? Verify. That's it.*

Your 15-minute monthly SEO check-in

- * Respond to any new reviews (good and bad)
- * Upload 1–2 new photos to your Google Business Profile
- * Check your hours are still accurate (especially around holidays)
- * Confirm your top keyword ranking — Google it and note your position

■ Paid Library: Website & GBP Link Checker

Paste your website URL or Google Business Profile link and get an instant report card:

- * Missing fields, broken links, and profile gaps
- * Mobile friendliness and page speed score
- * Keyword presence check — is your city in the right places?
- * NAP consistency score across major directories

→ [Unlock at catgroomingdirectory.com/resources](https://catgroomingdirectory.com/resources)