🏗 Tshwane Construction SEO Checklist (2026 Edition)

Goal: Dominate local searches, win more tenders, and capture high-intent project leads in the Tshwane Metro.

Phase 1: Foundational "Entity" Setup

Before chasing rankings, Google must verify that your construction firm is a legitimate, local entity.

- [ ] **Google Business Profile (GBP) 2.0:** Verified via the new 2026 Video Verification method (showing bakkies, tools, and Tshwane office).

- [ ] **NAP Consistency:** Your Name, Address, and Phone number are identical on your website, your CIDB profile, and your Snupit listing.

- [ ] **Credentials Display:** NHBRC and CIDB grading numbers are clearly visible in your website footer and on your "About" page.

- [ ] **Professional Email:** Using a branded domain (e.g., info@yourconstruction.co.za) rather than Gmail.

Phase 2: Hyper-Local On-Page Optimization

Your website needs to speak "Tshwane" to rank for the local Map Pack.

- [ ] **Suburb Landing Pages:** Dedicated pages for **Pretoria East, Centurion, Menlyn, and Midrand**.

- [ ] **Localized Service Keywords:** H1 and H2 tags include terms like *"NHBRC Builders in Centurion"* or *"Construction Tenders Pretoria"*.

- [ ] **LocalBusiness Schema:** JSON-LD code installed to tell Google's AI your exact CIDB grading and service area coordinates.

- [ ] **Project Gallery:** High-res images of local Tshwane sites with **Alt Text** describing the location (e.g., *"Modern residential development project in Silver Lakes, Pretoria"*).

Phase 3: Technical Performance (The "2-Second Rule")

With local network congestion and load-shedding, speed is a ranking factor.

- [ ] **Mobile Speed:** Site loads in under 2 seconds on a 4G connection.

- [ ] **WebP Image Compression:** All project photos are compressed to prevent slow-loading galleries.

- [ ] **Click-to-Action:** Floating WhatsApp button and "Call Now" button are visible on every mobile page.

Phase 4: Authority & Review Management

Google ranks the businesses that the community trusts.

- [ ] **Review Velocity:** System in place to request a Google Review the moment a project reaches "Practical Completion."

- [ ] **Keyword-Rich Responses:** Replying to reviews using local terms (e.g., *"Glad we could help with your renovation in Garsfontein!"*).

- [ ] **Local Backlinks:** Business listed in at least 5 Tshwane-specific directories or local community blogs.

☑ **Pro Tip for Construction Leads:**

In 2026, Google's AI summarizes reviews. Encourage your clients to mention specific services like **"paving," "geyser replacement,"** or **"NHBRC compliant"** in their reviews to trigger these AI "Justifications" in search results.