

The Athens SEO Checklist

27 Things to Fix Before You Spend a Cent on Ads

A no-fluff, Athens-focused checklist from the team at seoathens.org. Work through it top-to-bottom before you buy a single Google Ads impression — half the businesses we audit are leaking traffic they already have.

1. Technical SEO

- Site loads over HTTPS with no mixed-content warnings
- Core Web Vitals: LCP < 2.5s, INP < 200ms, CLS < 0.1 (measure on 3G Athens mobile)
- XML sitemap submitted in Google Search Console and returns 200
- robots.txt allows Googlebot and does not block /assets, /images, or JS/CSS
- Canonical tags present on every URL; no duplicates from ?utm_ or ?fbclid parameters

2. On-Page Optimization

- Every page has a unique <title> (55–60 chars) with primary keyword + Athens/neighborhood
- Meta description (140–155 chars) written as an ad, not a summary
- One H1 per page, matching search intent
- Images have descriptive alt text in Greek AND English if you target both
- Internal links use keyword-rich anchor text (not 'click here' / 'πατήστε εδώ')

3. Local SEO — Google Business Profile (Athens)

- GBP claimed, verified, and category set to your primary service (not 'Business')
- NAP (name, address, phone) matches your website footer and Greek business registry EXACTLY
- Service area covers the Athens neighborhoods you actually serve (Kolonaki, Glyfada, Piraeus, Kifisia, etc.)
- At least 20 recent Greek-language reviews; you reply to every one within 48h
- Weekly GBP posts with photos of real work, real staff, real Athens locations

4. Content

- You have a dedicated landing page for each core service + Athens (e.g. /plumber-glyfada)
- Blog publishes at least 1 useful article per month in the customer's language
- Each article answers ONE question fully — no thin 300-word 'SEO fillers'
- FAQ schema added to service and blog pages where appropriate

5. Links

- You are listed in the top 10 Greek business directories (xo.gr, vrisko.gr, etc.)
- You have earned links from at least 3 Athens news / neighborhood / chamber sites
- No paid link networks, PBNs, or spammy footer links pointing to your site
- Competitor backlink gap analyzed — you know their top 20 links you don't have yet

6. Analytics

- GA4 installed, filters IP-based internal traffic
- Google Search Console verified for both www and non-www / http and https
- Conversion events set up for calls, form submits, and WhatsApp clicks
- You review Search Console 'top queries' report at least once per month