

Vienna SEO Checklist

25 Actionable Points for Local Vienna Businesses

Use this checklist to audit your website against the ranking factors we see move the needle for Vienna businesses in 2026. Tick each item honestly; the gaps are your roadmap.

Local & Google Business Profile

- Google Business Profile claimed, verified and 100% complete (categories, hours, services, photos).
- Primary GBP category matches your main revenue service (not a generic 'Business').
- Business name in GBP matches your storefront exactly — no keyword stuffing.
- NAP (Name, Address, Phone) identical across website, GBP, Herold.at, Yelp.at, Meinbezirk and 20+ Austrian citations.
- At least 20 authentic Google reviews with a 4.5+ average, refreshed monthly.
- Weekly Google Posts published (offer, event or update).

On-page SEO

- Every money page has one unique <title> under 60 characters with the primary keyword near the start.
- Meta description is written as ad copy, not a summary — includes a benefit and a call to action.
- H1 mirrors search intent and appears exactly once per page.
- URLs are short, lowercase, hyphen-separated and describe the topic (no ?id= parameters).
- Above-the-fold content answers the query within the first 100 words.
- Every page has 3–5 relevant internal links with descriptive anchor text.

Technical SEO

- Core Web Vitals in the green: LCP < 2.5s, INP < 200ms, CLS < 0.1 on mobile.
- XML sitemap submitted in Search Console and returns only 200-status URLs.
- robots.txt allows Googlebot to reach all money pages and blocks internal search.
- HTTPS everywhere, HSTS enabled, no mixed content warnings.
- hreflang tags in place for DE/EN/GE locales and validated in Search Console.

Content & E-E-A-T

- Every service page has 800+ words that actually answer the searcher's question.
- Author bio with credentials shown on blog articles (E-E-A-T signal).
- FAQ block on every service page — with FAQPage schema.
- Client logos, testimonials and case studies visible above the fold on landing pages.

Links & Off-page

- Backlinks from at least 10 relevant .at domains built or earned in the last 12 months.
- Zero backlinks from PBNs, low-quality directories or paid link farms.
- Brand mentions on Der Standard, Kurier or industry Austrian media (at least once per quarter).
- Digital-PR angle prepared for the next 90 days — data, opinion or founder story.

Need help executing this checklist?

WienSEO runs the full 25-point audit on your site for free within 24 hours. Request yours at <https://wienseo.com/en/#contact> or email hello@wienseo.com.

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