

The Bucharest SEO Checklist

27 Things to Fix Before You Spend a Leu on Ads

Before pouring budget into Google Ads or Facebook, close the SEO leaks below. Every item is doable in an afternoon and moves you closer to the front page for Bucharest searches. Work top to bottom — each group builds on the last.

Technical

1. Verify HTTPS is enforced sitewide (no mixed content, HSTS header on).
2. Submit an XML sitemap in Google Search Console and Bing Webmaster Tools.
3. Run a Screaming Frog crawl — fix all 4xx and 5xx errors.
4. Pass Core Web Vitals on mobile (LCP under 2.5s, CLS under 0.1, INP under 200ms).
5. Add a robots.txt that allows crawling and points to your sitemap.

On-Page

6. Every page has a unique <title> (55–60 chars) with the primary keyword up front.
7. Every page has a unique meta description (140–155 chars) with a clear CTA.
8. One H1 per page, matching search intent.
9. Image alt text describes the image and includes keywords where natural.
10. Internal links use descriptive anchor text — no more "click here".

Local (Google Business Profile — Bucharest)

11. Claim and fully complete your GBP with a Bucharest sector address (e.g. Sector 1, 2, 3).
12. Add 10+ real photos of your office/products/team.
13. Post weekly Google Business updates in Romanian.
14. Get 20+ genuine 5-star reviews from Bucharest clients — reply to every one.
15. List consistent NAP (Name, Address, Phone) on 15+ Romanian directories (paginiaurii, listafirme, etc.).

Content

16. Publish one long-form article (1500+ words) per week targeting a Bucharest buyer intent keyword.
17. Build topic clusters — one pillar page + 4–6 supporting articles per service.
18. Refresh underperforming pages every 90 days (add depth, update stats, improve CTAs).
19. Add FAQ schema to every service and location page.
20. Include neighborhood mentions (Herăstrău, Pipera, Cotroceni, Centrul Vechi) where relevant.

Links

21. Earn at least one contextual backlink per month from a Romanian .ro publication.
22. Reclaim unlinked brand mentions (search Google for your brand, request links).
23. Guest post monthly on a topical Romanian site with DR 30+.
24. Disavow spammy backlinks pointing to your domain via Search Console.

Analytics

25. GA4 installed with conversion events for form submits, calls and WhatsApp clicks.
26. Search Console connected to GA4 with weekly ranking exports saved.
27. Monthly one-page report tracking rankings, organic sessions, and leads.

Ready to fix these? Book your free audit at bucharestseo.com.