

30-day "SEO Sprint"

This 30-day "SEO Sprint" is designed specifically for innocentcleaning.com.ng to dominate local searches in Nigeria for cleaning and fumigation services.

Week 1: Technical & Local Foundation

Day [1-2](#): Claim & Verify Google Business Profile (GBP). Set the primary category to "Cleaning Service" and secondary to "Pest Control Service".

Day 3: NAP Audit. Ensure the Name, Address, and Phone number match exactly across the website footer, GBP, and social media.

Day [4-5](#): Google Search Console & Analytics. Install these to track which "cleaning" keywords Nigerians are actually using to find us.

Day [6-7](#): Speed & Mobile Check. Use Google PageSpeed Insights to ensure the site loads under 3 seconds on mobile—vital for Nigerian users.

Week 2: Content & On-Page SEO

Day [8-10](#): Service-Specific Landing Pages. Create separate pages for Fumigation, Office Cleaning, and Post-Construction Cleaning. Use local titles like "Best Fumigation Services in Lagos".

Day [11-12](#): Meta Tag Optimization. Write unique Title Tags (under 60 chars) and Meta Descriptions for every page, including the phone number and city.

Day [13-14](#): Real Media Upload. Replace all stock photos with 15+ high-quality images of the team in uniform and before-and-after results from actual Nigerian job sites.

Week 3: Visibility & Authority Building

Day [15-17](#): Local Directory Citations. List the business on VConnect, BusinessList.com.ng, and Finelib. Use the exact same NAP from Week 1.

Day [18-19](#): Schema Markup. Add LocalBusiness Schema (JSON-LD) to the code so Google displays the ratings and hours directly in search results.

Day [20-21](#): Internal Linking. Link the homepage to the service pages and back. This helps Google "crawl" the site more effectively.

Week 4: Trust & Conversion Optimization

Day [22-25](#): Review Campaign. Reach out to previous clients and ask for a Google Review. Aim for at least 10 reviews to improve the "Map Pack" ranking.

Day [26-28](#): Educational Blogging. Write two posts answering local concerns, such as "How to prepare the Lagos home for fumigation" or "Difference between deep cleaning and regular tidying".

Day [29-30](#): Conversion Check. Ensure every page has a clear WhatsApp button or "Get a Consultation" form that is easy to tap on a smartphone.