

— FREE GUIDE FOR JERSEY BUSINESSES

Local SEO in Jersey

How customers find you on Google

You have a website. Now how do islanders actually find it? The local-SEO fundamentals that move the needle for a Jersey business, in plain terms.

GETTING FOUND

Local SEO in Jersey: how customers find you on Google

You have a website. Now how do islanders actually find it? The local-SEO fundamentals that move the needle for a Jersey business, in plain terms.

By Josh, Jersey Web · Updated 10 July 2026 · Read it online: jerseyweb.ie/guides/local-seo-jersey-guide/

Local SEO is simply the work of showing up when someone in Jersey searches for what you do: “plumber St Helier”, “counsellor Jersey”, “best cafe near me”. Jersey is a small, competitive market, which cuts both ways: fewer competitors than a big city, but a handful of established names hogging the top spots. Here is what actually moves you up, whether you do it yourself or hand it to us as [monthly SEO in Jersey](#).

1. Claim and fill out your Google Business Profile

For a local business with no shopfront-heavy website, this is the single highest-value thing you can do. A complete, accurate profile (right category, area served, phone, hours, photos) is what puts you in the map pack and the knowledge panel. Keep your name, address and phone identical everywhere it appears.

2. Get the on-page basics right

- ✓ A clear, unique page title and description on every page.
- ✓ One honest **H1** per page that says what it is.
- ✓ Place names in your copy where they are true: the parishes you serve, “Jersey”, “Channel Islands”.
- ✓ Fast loading and a mobile-friendly layout (most local searches are on a phone).
- ✓ Structured data so Google understands your business: every Jersey Web site ships with this built in.

3. Earn reviews and local links

Reviews are both a ranking signal and a trust signal: ask happy customers, and reply to every one. Local relevance also comes from *citations* and links: being listed in Jersey directories (including [our free Jersey business directory](#)), the chamber of commerce, and partner sites tells Google you are genuinely part of the island’s business community.

4. Give Google something to rank

You cannot rank for services you never describe. A dedicated page for each thing you do, like our [service pages](#), gives search engines a specific, relevant page to show for each search. Helpful content, like the guide you are reading, does the same job for the questions your customers ask before they buy.

How long does it take?

Local SEO is a compounding effort, not a switch. A Google Business Profile can help within weeks; on-page work and content build over a few months. It is steady, cumulative and, for a Jersey business, very winnable. If you would rather not do it yourself, that is exactly what our [Google Business Profile setup](#) and [monthly SEO](#) services are for. If your profile used to link to a free business.site website from Google, that address closed in 2024: see [what to do about a closed business.site website](#).

Want to be found first in Jersey?

We build search-friendly sites as standard, and offer monthly SEO to get island customers finding you on Google.

hello@jerseyweb.je · WhatsApp +44 7797 729651 · jerseyweb.je/guides/local-seo-jersey-guide/