

SEO Website Checklist

Review page titles, descriptions, headings, content relevance, mobile experience, and internal linking — so search engines and customers find your site.

■ Page Titles & Meta Descriptions

What searchers see first. Make every page earn its click.

- ☐ Every page has a unique, descriptive title tag
- ☐ Titles lead with words customers actually search for
- ☐ Keep titles roughly 60 characters or fewer
- ☐ Every page has a unique meta description around 160 characters
- ☐ Descriptions tell the reader what they get when they click
- ☐ Homepage title names your business and what you do

■ Headings & Content Relevance

Structure helps visitors skim and helps search engines understand the page.

- ☐ Each page has exactly one main headline (one H1)
- ☐ Sections use subheadings in a logical order (H2, then H3)
- ☐ Page content answers the questions customers bring to that page
- ☐ Copy uses the words customers use — naturally, without stuffing
- ☐ Stale pages are updated or removed; nothing contradicts current pricing or services
- ☐ Every page has a clear next step (call, form, booking)

■ Internal Linking & Site Structure

Links guide visitors deeper and tell search engines what matters.

- ☐ Navigation is simple, clear, and works on every page
- ☐ Important pages are reachable within a few clicks of the homepage
- ☐ Related pages link to each other with descriptive link text (not "click here")
- ☐ No page is stranded with no links pointing to it
- ☐ All links work — nothing returns an error or dead end

■ Mobile Experience

Most local searches happen on a phone. Check your site on one.

- ☐ Every page is easy to read and navigate on a phone
- ☐ Buttons and links are easy to tap without zooming
- ☐ No sideways scrolling or cut-off content
- ☐ Phone number and contact options are easy to find
- ☐ Forms are short and simple to complete on a small screen

■ Images & Page Speed

Heavy, unlabeled images slow pages down and hide meaning from search engines.

- ☐ Images are compressed and sized appropriately for the web
- ☐ Every meaningful image has descriptive alt text
- ☐ File names describe the image (not IMG_2047.jpg)
- ☐ Pages load quickly — no waiting on oversized photos or videos
- ☐ Videos are embedded rather than self-hosted when possible

■ Local & Trust Signals

Especially for local businesses, consistency builds visibility and trust.

- ☐ Business name, address, and phone are consistent everywhere they appear
- ☐ Your Google Business Profile links to your website (and vice versa)
- ☐ Service areas or locations are clear on the site
- ☐ Reviews or testimonials appear where customers can see them
- ☐ Contact information is easy to find on every page

■ Technical Basics

A few behind-the-scenes items that make everything else work.

- ☐ Site loads over a secure connection (https)
- ☐ Custom domain is connected and working
- ☐ Sitemap is submitted so search engines can find every page
- ☐ Broken links and error pages are fixed

- ☐ Analytics are in place so you can see what is working

Quick Self-Check

Before you call the checklist done, confirm:

- ☐ Every page has a unique title and description
- ☐ One clear headline per page, with useful subheadings
- ☐ The site works smoothly on a phone
- ☐ Images are fast, labeled, and described
- ☐ Contact details are consistent and easy to find

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