

01 / PRACTICAL BUSINESS RESOURCES

SEO & website checklist

Find the fixes that help customers discover your business and turn website visits into enquiries.

Get found in search

- ☐ List the services, questions and locations your ideal customers search for. Match each important search intent to one useful page.
- ☐ Connect Google Search Console. Review indexing, search queries and pages losing clicks before choosing your next improvements.
- ☐ Check that important pages are indexable and return a working page, not an error, redirect loop or accidental noindex instruction.
- ☐ Submit a sitemap containing only live, canonical pages. Remove deleted URLs and check that redirects lead to relevant replacements.
- ☐ Write a distinct page title and search description for each key page. Describe the offer clearly without stuffing in keywords.
- ☐ Use one clear main heading per page and descriptive subheadings. Answer the visitor's main question near the top.

Make your content useful

- ☐ Explain each service in your customers' language, including who it suits, what happens next and the questions buyers ask.
- ☐ Add relevant internal links between services, guides and case studies. Use descriptive link text rather than 'click here'.
- ☐ Review thin, duplicated or outdated pages. Improve, combine or retire them with an appropriate redirect where needed.
- ☐ Add genuine evidence: named authors, relevant experience, accurate business details and permission-cleared client examples.
- ☐ Give informative images useful alternative text. Leave decorative images with empty alt text and compress oversized files.
- ☐ If eligible, complete your Google Business Profile and keep contact details consistent. Request honest reviews without incentives.

Need a second pair of eyes? Book a free consultation.

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Turn visits into enquiries

- ☐ Test your main pages on a phone. Check navigation, readable text, button labels and whether important content fits the screen.
- ☐ Check loading performance with PageSpeed Insights. Prioritise large images, layout shifts and slow interactions on key pages.
- ☐ Confirm HTTPS works and HTTP URLs redirect once to the correct secure address. Fix broken links and mixed-content warnings.
- ☐ Make the next step clear on each service page, with an accessible contact button and a working telephone link.
- ☐ Submit a real test enquiry. Check required fields, error messages, success confirmation and that the message reaches its destination.
- ☐ Display accurate contact details, privacy information and clear cookie choices. Do not activate non-essential tracking before consent.

Measure and maintain

- ☐ Set up enquiry and purchase measurement where appropriate, respecting consent. Separate meaningful conversions from page views.
- ☐ Check keyboard navigation, visible focus, form labels and colour contrast so visitors can complete the same key tasks.
- ☐ Keep your website software and plugins updated. Confirm backups run and that you know how to restore a working version.
- ☐ Review enquiries by source and service each month. Assess quality and sales outcomes, not just rankings or visitor counts.
- ☐ Choose three improvements with an owner and deadline. Start with faults that stop people finding you or getting in touch.
- ☐ Record changes and compare results over a sensible period. SEO performance varies and no checklist can guarantee rankings.

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