

Basic SEO Checklist

The fundamentals most small business sites skip entirely.

On-Page Basics

- ☐ Every page has a unique, descriptive title tag
- ☐ Every page has a unique meta description
- ☐ Headings used properly, one clear H1 per page
- ☐ Target keyword appears naturally in title, first paragraph, and a heading

Technical Basics

- ☐ Site loads fast on mobile
- ☐ Site is mobile-friendly (tested on an actual phone)
- ☐ No duplicate content across pages
- ☐ Sitemap submitted to Google Search Console

Local SEO (if applicable)

- ☐ Google Business Profile claimed and fully filled out
- ☐ Business name, address, and phone consistent everywhere online
- ☐ Location or service area mentioned naturally on the site

Content Basics

- ☐ Each page targets one clear topic
- ☐ Internal links connect related pages
- ☐ Content is genuinely useful, not just keyword-stuffed