

SEO checklist

25 reusable implementation tasks. All tasks start Untested. Marks and notes are manual.

Site / scope: _____ Owner / date: _____

Use: Untested, Pass, Fail, Blocked or Not applicable. Check the published result before Pass. Notes are optional.

HOME-SCOPE List your important website pages

Open your site menu and page list in the website editor. Match each real service, product category or important question to its current page. Add a missing page to your plan when visitors cannot find a complete answer anywhere. Start with pages that help people use your offering.

Status: _____ Checked: _____

Optional note: _____

HOME-ACCESS Open the correct Search Console property

Sign in to Google Search Console and choose your website in the property selector. Check that the property covers the live address you use. If you own a new site with no property, add it and follow Google's ownership-verification instructions; otherwise ask its verified owner for appropriate access.

Status: _____ Checked: _____

Optional note: _____

HOME-BASELINE Compare search clicks and impressions

In Search Console's Performance report, select the page or query group you plan to improve. Choose a meaningful date range and use Compare for an equivalent earlier period. Clicks count clicks from Google Search to your site; impressions count appearances. Keep device, country and search-type filters consistent. Missing useful history leaves this untested or blocked; a change alone does not prove its cause.

Status: _____ Checked: _____

Optional note: _____

HOME-KEYWORD Choose a primary keyword

Choose a main phrase that describes the page in your audience's language. Start with customer questions or enquiries; existing pages can also use queries from their Search Console Performance report. Collect related questions that the same page should answer. Keep only topics relevant to the real offering.

Status: _____ Checked: _____

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HOME-INTENT Match the page to search intent

Search your main phrase in the language and market you serve. Open representative results and compare what they let someone do: learn a method, compare options, choose a product or contact a service. Build the page around that task, while contributing your own useful detail rather than copying a competing page.

Status: _____ Checked: _____

Optional note: _____

HOME-OWNER Assign each keyword group to a useful page

Beside your page list, put the primary phrase and related questions that belong together. Improve an existing suitable page before creating another with the same purpose. Keep a separate page when the reader needs a different product, service or substantial answer. Review existing traffic and links before merging any published pages. Related queries can return several URLs; page ownership is an editorial planning method.

Status: _____ Checked: _____

Optional note: _____

HOME-FETCH Open your public pages without signing in

Open the homepage and an important service, product or guide page in a private or logged-out browser window. Follow the same links a visitor would use. Look for an unexpected login, blank content, error message or page that says something has disappeared. Ask the site owner to correct the route or access setting when the page should be public.

Status: _____ Checked: _____

Optional note: _____

HOME-INDEX Remove accidental search exclusions

Inspect the exact page address in Search Console and run Test live URL. Read whether crawling and indexing are allowed. If an intended search page has noindex, inspect its SEO or visibility setting in the website editor. If crawling is blocked, ask the developer to inspect the matching robots.txt rule. Remove only restrictions that are accidental. Robots.txt controls crawling. Crawlers must retrieve noindex to read it.

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HOME-DISCOVER Link to important pages from your website

Start at the homepage and follow navigation or in-page links to each important page. If a guide or service can only be reached by pasting its address, add a relevant link in the menu, category page or related content. In the editor, use a normal link with a destination URL, then check the published link. Sitemap inclusion is a discovery hint, not an indexing guarantee.

Status: _____ Checked: _____

Optional note: _____

HOME-SITEMAP Check and submit your sitemap

Find the sitemap address in your CMS or SEO settings and open it. Check a few entries against your published pages; include the preferred live addresses you want in search. In Search Console's Sitemaps report, submit the sitemap address if it is not already submitted, then inspect any reported processing errors. Submission is a discovery hint, not an indexing guarantee. Missing submission access is Blocked.

Status: _____ Checked: _____

Optional note: _____

HOME-MOBILE Use your website on a phone

Open a public page on a phone. Read the text, open the menu and view its images. Check contact or booking controls in a test mode where available; do not submit a real booking or payment unless intended. Compare the important content with the desktop version. If a popup covers the answer, text requires awkward zooming or a button cannot be tapped, correct the mobile layout or ask the developer.

Status: _____ Checked: _____

Optional note: _____

HOME-PERFORMANCE Find and fix obvious loading problems

Run an important public URL through PageSpeed Insights. Read the mobile result and distinguish real-user field data from the diagnostic lab test. Look for a specific problem you can address, such as an oversized hero image or unnecessary embedded content. Make the targeted change, then retest the page and its main interaction.

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HOME-TITLE Write a specific SEO title

Open the page's SEO title field in your website editor. Use its primary keyword naturally and add a useful distinguishing detail, such as the real service area or product type. Keep the wording accurate to the content. Save it, then check the published browser-tab title and compare it with the main heading and opening. Google can display a different title. The H1 need not use identical wording.

Status: _____ Checked: _____

Optional note: _____

HOME-DESCRIPTION Write your meta description

In the page's SEO description field, write a short summary of the answer or service and a useful next step. Include the main phrase where it reads naturally. Use facts supported by the page, and make the description different from those for unrelated pages. Save and preview it for clarity.

Status: _____ Checked: _____

Optional note: _____

HOME-HEADINGS Add a clear H1 and descriptive H2 headings

In the content editor, make the main page title a clear H1 and use the primary phrase when it fits naturally. Add H2 headings for major sections and H3 headings for subsections within them. Select actual heading styles, rather than simply making a paragraph bold. Read the headings alone to see whether they explain the page. One clear H1 is a useful convention, not a universal ranking requirement.

Status: _____ Checked: _____

Optional note: _____

HOME-URL Use a readable page address

Before publishing a new page, open its slug or permalink field. Choose readable words that describe its subject, separated by hyphens where appropriate. Avoid an unnecessary date or a list of repeated keyword variants. Leave a working published address alone unless there is a real reason to move it.

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HOME-LINKS Add descriptive internal links and a clear next step

While editing the page, select words that describe the destination and insert the relevant internal link. Link where another page supplies needed detail, a related service or the next action. Replace vague text such as “click here” when a descriptive phrase would make the destination clearer. Follow the published links and test the main action safely.

Status: _____ Checked: _____

Optional note: _____

HOME-CONTENT Answer the main question and useful follow-ups

Open the page in your content editor. Put the main answer or service explanation near the beginning, then add the details people need next. Use your supporting questions to find gaps. Explain real options, limitations, steps or selection criteria; cut introductions that delay the answer and text that merely repeats the keyword.

Status: _____ Checked: _____

Optional note: _____

HOME-EVIDENCE Check facts and show real experience

Read statements about results, prices, credentials, methods and availability. Compare them with current primary information or your own documented work. Correct outdated claims and label invented teaching examples as hypothetical. Add accurate author or business information when relevant and available, rather than inventing qualifications to make the page look authoritative.

Status: _____ Checked: _____

Optional note: _____

HOME-IMAGE-PREP Resize and compress images before upload

Choose an image that helps explain the page. In an image editor, crop unused space and resize it for the intended display, allowing for higher-density screens where needed. Export a compressed version and inspect its clarity. Give the file a descriptive name before uploading, then insert it near the text it supports.

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HOME-MEDIA Write useful image alt text

Select each image in the editor or media library and find its alternative-text field. Describe what matters to someone who cannot see it. A chart may also need its conclusion and underlying information in nearby text. Mark purely decorative images with an empty alternative using your CMS's appropriate setting.

Status: _____ Checked: _____

Optional note: _____

HOME-LOCAL Correct your eligible local business details

First confirm that the real business is eligible for Google Business Profile; in-person customer contact is generally required, and online-only sites generally do not qualify. In the authorized profile editor, compare the business name, contact details, hours, website and location or service area with the real operation. Correct inaccuracies on both the profile and website. Missing owner access is Blocked. Check current eligibility rules before creating a profile.

Status: _____ Checked: _____

Optional note: _____

HOME-REFERENCES Earn relevant references with useful resources

Choose a genuinely useful page, tool, guide or original finding that serves your audience. Identify relevant organizations, communities or accurate business listings where it belongs. Review any proposed paid placement or partnership for its real audience and link terms; do not buy ranking credit or mass-submit irrelevant links.

Status: _____ Checked: _____

Optional note: _____

HOME-RETEST Check your changes on the live website

After publishing, reopen the affected public page rather than relying only on the editor preview. Check exactly what changed: the browser-tab title, link destination, image clarity or indexing setting. If you need another person to fix something, agree the next action and who will do it. Add a reminder only if useful.

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HOME-AI Remove unsupported AI-search promises

Review any page or report that promises inclusion in AI-generated search answers. Replace claims that a special file, exact wording or schema guarantees citations. Make the actual content useful, accessible and accurate. If you report visibility, identify what was observed and when, rather than turning one appearance into a lasting promise.

Status: _____ Checked: _____

Optional note: _____

Plan your next changes

Choose the useful next actions for your site. Put an owner and target date beside each one. Use the editable workbook for the full success criteria and ongoing tracking.

Action / owner / target date: _____

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These templates do not test your website or sync browser progress. Completing a task does not guarantee crawling, indexing, rankings or traffic.