WEBSITE SEO CHECKLIST

Website SEO Checklist

Make your website easy to find, easy to trust and easy to act on

A website that is not found by search engines, or that does not turn visitors into enquiries, is a closed shop. This checklist covers the technical, on-page, local and conversion basics that help small businesses rank and get leads. Tick each box as you go.

1 Technical foundation

- [ ] The whole site loads on HTTPS (padlock visible), and HTTP redirects to HTTPS.
- [ ] Only one version of the site opens: with or without www, redirecting to a single preferred version.
- [ ] The site is fully mobile friendly: readable text, tappable buttons, no sideways scrolling.
- [ ] Pages load in about 3 seconds or less on mobile data.
  Test with Google PageSpeed Insights.
- [ ] A sitemap is submitted to Google Search Console.
- [ ] The robots.txt file is not blocking important pages.
- [ ] There are no broken pages or links (404 errors).
- [ ] Important pages are indexed.
  Search site:yourwebsite.com on Google to check.

2 On-page SEO basics

- [ ] Every page has a unique title tag (about 50 to 60 characters) with the main keyword and city.
- [ ] Every page has a unique meta description (about 150 characters) written to earn the click.
- [ ] Each page has exactly one H1, with H2 and H3 headings in logical order.
- [ ] URLs are short, readable and lowercase, for example /dental-implants-jaipur.
- [ ] The main service pages target one main search intent each.
  One page, one clear topic.

- [ ] Images are compressed and carry descriptive file names and alt text.
- [ ] Internal links connect related pages, so each page is within three clicks of home.

3 Local SEO signals

- [ ] Your name, address and phone appear in the footer and match your Google profile exactly.
- [ ] A Google Map is embedded on the contact page.
- [ ] There is a dedicated page for each main service and each key area you serve.
  Write them for real people, not as copied templates.
- [ ] Local business schema markup is added.
- [ ] The Google Business Profile link or review link is on the site.

4 Content and trust

- [ ] The homepage says clearly within five seconds: what you do, who for, and where.
- [ ] The About page shows real people, real photos and your story.
- [ ] Testimonials, reviews, or case studies are shown, and they are all real.
- [ ] Contact, Privacy Policy and Terms pages exist.
- [ ] Content answers real customer questions with an FAQ section.
- [ ] A new blog post or page update is published at least once a month.

5 Conversion: turning visits into enquiries

- [ ] Every page has one clear call to action above the fold.
- [ ] A click-to-call button and a WhatsApp button are visible on mobile.
- [ ] The enquiry form is short (name, phone, need) and has been tested.
- [ ] A thank-you message or page appears after form submission.
- [ ] Form submissions reach your email or CRM, and a team member replies within hours.

6 Tracking and growth

- [ ] Google Analytics (GA4) is installed.
- [ ] Google Search Console is verified.
- [ ] Conversions are tracked: form submissions, calls, WhatsApp clicks.
- [ ] You review traffic, top pages and enquiries every month.
- [ ] Your business is listed on relevant local directories with identical name, address and phone.
- [ ] You earn links from local partners, associations, or press when possible.

How did you score? (37 checks in this list)	
Ticked 80% or more	You are in strong shape. Keep it fresh every month.
Ticked 50% to 79%	Good base, but you are leaving easy wins on the table.
Ticked below 50%	Big opportunity. Fixing the basics first can move the needle fast.

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