



Free SEO Checklist

This SEO checklist is designed for small business owners and beginners. It's your step-by-step guide to getting your site Google-ready without needing to be an expert.

Technical SEO Basics

- Set up Google Search Console. Submit your sitemap and monitor site performance.
- Install Google Analytics. Track traffic, behaviour, and conversions.
- Improve site speed. Use tools like PageSpeed Insights or GTmetrix.
- Ensure mobile-friendliness. Your site must be responsive on all devices.
- Enable HTTPS. A secure site is a ranking factor (and builds trust).
- Check for crawl errors. Use Search Console to fix any indexing issues.

On-Page SEO Essentials

- Choose one keyword per page. Focus each page on one main search term.
- Optimise page titles. Include your keyword and keep under 60 characters.
- Use H1, H2 and H3 headings properly. Structure your content clearly.
- Include images with ALT tags. Descriptive text helps SEO and accessibility.
- Use internal links. Help visitors (and Google) navigate your site.
- Write unique meta descriptions. Summarise your page in under 160 characters.

Content That Converts

- Follow E-E-A-T principles. Show Expertise, Experience, Authority and Trust.
- Create a content calendar. Plan regular updates and blog posts.
- Target long-tail keywords. Attract more relevant, less competitive traffic.
- Write in plain English. Avoid jargon and speak your audience's language.
- Update old content. Keep it fresh and up to date.

Off-Page SEO Actions

- List your site in business directories. Especially local ones relevant to your niche.
- Build relationships with partners. Guest post or collaborate for backlinks.
- Encourage online reviews. Particularly for Google Business Profile.
- Promote your content on social media. Drive traffic and improve visibility.

SEO Housekeeping

- Fix broken links. Use tools like Screaming Frog or Broken Link Checker.
- Use redirects wisely. 301 old pages instead of deleting them.
- Remove duplicate content. Google dislikes repetition.



SEO Housekeeping (cont.)

Keep your sitemap updated. Reflect new and removed content.

Review your SEO monthly. Don't let it gather dust.

Need Help Implementing SEO?

If this checklist feels overwhelming, don't worry – that's what we're here for.

Visit theseoguidebook.com to explore tutorials, services, and expert advice designed for small businesses..