Practical SEO checklist

Use this review to choose useful, evidence-based improvements. Start with the pages and customer actions that matter most to the business.

01 Define the business question

- [ ] Choose one service or product to improve first. Write the customer question that the page should answer.
- [ ] Record the useful business action: a qualified call, an enquiry, a booking or a completed purchase.
- [ ] Agree who will review results and which baseline period will be used for comparison.

02 Make each important page clear

- [ ] Write a distinct, accurate page title and description. Match the language to the page's actual purpose.
- [ ] Use one descriptive main heading, then meaningful section headings. Answer the core question early.
- [ ] Explain suitability, scope, process and a useful next step. Confirm all business facts before publishing.

03 Check discovery and internal paths

- [ ] Ensure the page can be reached from relevant navigation, service pages or topic collections.
- [ ] Use descriptive internal link text. Link to the next useful answer instead of repeating the same destination.
- [ ] Check canonical URLs, redirects, robots rules and indexing instructions for the intended public version.

REVIEW NOTE

Priority: _____ Owner: _____
Next action / review date: _____

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Continue the review. Record a clear owner, next action and review date for the work you choose.

04 Review the mobile experience

- [ ] Open the page at a narrow width. Check headings, images, menus, forms and contact controls without horizontal scrolling.
- [ ] Use correctly sized, compressed images with useful alternative text; decorative artwork can have empty alt text.
- [ ] Confirm that important text and actions remain visible when images, scripts or external services load slowly.

05 Validate trust and measurement

- [ ] Keep author, contact and service information current. Use genuine, permissioned evidence for claims and examples.
- [ ] Check that structured data matches the visible page. Do not add ratings, prices or addresses that are not accurate.
- [ ] Define meaningful enquiry events and test their collection. Remove duplicate events and internal test traffic.

06 Review and maintain

- [ ] Compare search queries and landing pages with the enquiries received; traffic alone does not establish business value.
- [ ] Prioritise useful corrections, assign an owner and record what changed. Review after sufficient time and evidence.
- [ ] Update outdated content, fix broken paths and consolidate substantially overlapping pages when appropriate.

REVIEW NOTE

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