Beginner SEO Checklist

Do these on every page. They are the public basics from Google's own starter guide, written for a small business.

Search engines can rewrite what they show. Write for the person who reads the result. Google's SEO Starter Guide is the reference: https://developers.google.com/search/docs/fundamentals/seo-starter-guide

On every page

- [ ] A unique title that names the page and the business
- [ ] A short meta description written as a human summary
- [ ] One H1 that matches the promise of the title
- [ ] Subheadings that describe the sections, in a sensible order
- [ ] Links to your other pages, using words that say where they go
- [ ] Useful alt text on images that carry meaning

For a local business

- [ ] Name, address, and phone match your Google Business Profile
- [ ] The profile links to this website
- [ ] Hours and the area you serve are on the site and on the profile

After launch

- [ ] The site is added in Google Search Console
- [ ] You submitted a sitemap
- [ ] You looked at the pages report once in the first month

Leave these alone

- [ ] Do not stuff the same keyword into every line
- [ ] Do not hide text in the same color as the background
- [ ] Do not buy links

Title links: https://developers.google.com/search/docs/appearance/title-link

Snippets: https://developers.google.com/search/docs/appearance/snippet

Sitemaps: https://developers.google.com/search/docs/crawling-indexing/sitemaps/overview

Search Console: https://search.google.com/search-console/about