



The Small Business SEO Checklist

Simple steps to help customers - and search engines - find your website

START HERE Give every page one clear purpose. Write for the person searching first; then make the page easy for search engines to understand.

1. Choose a Clear Topic

- ☐ Choose one primary topic or question for the page.
- ☐ Identify the words a real customer might use to search for it.
- ☐ Answer the visitor's question clearly and completely.
- ☐ Use the search phrase naturally; do not repeat it excessively.

2. Write the Page Title

- ☐ Give the page a unique, descriptive SEO title.
- ☐ Include the main topic when it fits naturally.
- ☐ Avoid vague titles such as Home, Services, or Page 1.
- ☐ Keep the title clear, concise, and accurate.

QUICK TIP: Google has no fixed title-length rule. A clear title matters more than hitting an exact character count.

3. Add a Helpful Meta Description

- ☐ Summarize what the visitor will find on this specific page.
- ☐ Give the reader an honest reason to click.
- ☐ Use a unique description for each important page.
- ☐ Avoid keyword lists, repetition, and exaggerated promises.

4. Make the Content Easy to Read

- ☐ Use one clear main heading and descriptive subheadings.
- ☐ Keep paragraphs reasonably short and use lists when helpful.
- ☐ Put the most important information near the beginning.
- ☐ Proofread for clarity, spelling, grammar, and accuracy.

5. Optimize Links and Images

- ☐ Link to useful pages on your own website with descriptive wording.
- ☐ Check every link and repair or remove broken links.
- ☐ Rename image files with short, descriptive names before uploading.
- ☐ Add accurate alt text to meaningful images; leave decorative-image alt text empty.
- ☐ Compress oversized images and use appropriate dimensions.

Barefoot Domains | The Digital Hammock | Keep this sheet beside you when creating or updating a page.



Sitewide SEO & Monthly Checkup

A healthy website supports every page you publish

6. Use Clean Page Addresses

- ☐ Use short, readable URLs that describe the page.
- ☐ Separate words with hyphens and avoid unnecessary symbols or numbers.
- ☐ Choose the URL carefully before publishing to reduce later changes.

7. Check Mobile, Speed, and Security

- ☐ View important pages on a phone and test menus, buttons, forms, and links.
- ☐ Make sure text is readable and images fit without zooming.
- ☐ Confirm the website uses HTTPS.
- ☐ Test key pages with PageSpeed Insights and address major problems.
- ☐ Remove plugins, scripts, and oversized files the site no longer needs.

8. Help Search Engines Find the Site

- ☐ Set up Google Search Console and submit the XML sitemap.
- ☐ Confirm important pages are not accidentally marked noindex.
- ☐ Review indexing, crawling, broken-page, and redirect warnings.
- ☐ Request indexing after publishing or substantially revising an important page.

9. Strengthen Local SEO

- ☐ Claim and verify the Google Business Profile, if eligible.
- ☐ Keep the business name, category, contact details, location, and hours accurate.
- ☐ Add current photos and describe products and services clearly.
- ☐ Encourage genuine reviews and respond professionally.
- ☐ Keep business details consistent across the website and major listings.

10. Before Publishing & Each Month

- ☐ Preview new pages on desktop and mobile; test links, buttons, and forms.
- ☐ Review the SEO title, meta description, headings, images, and contact details.
- ☐ Each month, check Search Console, broken links, backups, and site speed.
- ☐ Refresh outdated content and add genuinely useful information when needed.
- ☐ Review which pages visitors find and what questions still need answers.

REMEMBER SEO is not about tricking a search engine. It is about creating a website that is useful, trustworthy, accessible, and easy to navigate - for people first and search engines second.

Reference: Google Search Central SEO Starter Guide, title and snippet guidance, mobile-first guidance, image SEO guidance, and Google Business Profile Help.