

Service Business Website SEO Checklist



Checklist for an Optimal Service Business Website (SEO & User Experience):

SEO - Technical:

- **Mobile-friendly:** Ensure your website seamlessly adapts to all devices (mobile-first indexing).
- **Fast loading speed:** Optimise page load speed for better user experience and rankings.
- **Clear website structure:** Use proper heading tags, internal linking, and a logical sitemap.
- **Secure connection:** Implement HTTPS for user security and search engine trust.
- **Structured data:** Utilise schema markup to enhance search engine understanding of your content.

SEO - Content:

- **Keyword research:** Identify relevant keywords your target audience uses and integrate them naturally.
- **High-quality content:** Create informative, engaging content that answers user queries and showcases expertise.
- **Optimise titles & meta descriptions:** Craft clear, keyword-rich titles and descriptions to entice clicks in search results.
- **Regularly update content:** Keep your website fresh with new blog posts, case studies, or service information.
- **Local SEO:** Optimise for local searches if you serve a specific geographical area.

SEO - Off-page:

- **Build backlinks:** Obtain high-quality backlinks from relevant websites to improve your authority.
- **Social media presence:** Be active on social media platforms and share your website content.
- **Online directories:** List your business in relevant online directories and citation sites.

User Experience:

- **Clear and concise navigation:** Make it easy for users to find the information they need.
- **Visually appealing design:** Use high-quality images and a professional layout.
- **Strong calls to action (CTAs):** Encourage users to contact you or book your services.
- **Easy contact information:** Make contact details readily available on every page.
- **Accessible website:** Ensure your website is accessible to users with disabilities.
- **Optimise images:** Use descriptive alt text for images and compress them for fast loading.
- **Consider adding elements like videos, testimonials, and FAQs to enhance user experience.**

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