

Small Business Website SEO Checklist

A practical, print-friendly checklist for reviewing the basic SEO setup of a small business website.

How to use this checklist

Work through each section and mark the box after you verify the item on your own website. This checklist focuses on fundamentals rather than advanced SEO tactics.

1. Site Basics

- Use a clear site name and a consistent brand identity.
- Make sure the preferred domain uses HTTPS.
- Keep the main navigation simple and easy to understand.
- Make important pages reachable from the main navigation or footer.
- Make sure the site works well on mobile and desktop screens.

2. Page Titles and Descriptions

- Give each important page a useful, descriptive title.
- Write a unique meta description for important pages.
- Keep titles and descriptions focused on the page's real purpose.
- Avoid repeating the same title or description across many pages.

3. Content Quality

- Give each important page a clear purpose and useful information.
- Write original text instead of copying descriptions from other websites.
- Use headings to organize longer content into logical sections.
- Answer common visitor questions directly and clearly.
- Review thin, empty, duplicate, or placeholder pages before publishing them.

4. URLs and Internal Linking

- Use short, readable URLs that describe the page.
- Keep one preferred canonical URL for each important page.
- Add internal links between closely related pages.
- Avoid creating many near-identical URLs for the same content.

5. Images and Media

- Give important images descriptive alt text.
- Resize large images before publishing when practical.
- Use appropriate image formats and compression.
- Check that important images load correctly and do not appear broken.

6. Technical Crawlability

- Provide a working XML sitemap for indexable public pages.

- Check robots.txt and confirm it does not block important public pages.
- Use noindex only where a page genuinely should stay out of search results.
- Fix broken internal links and important 404 pages.
- Make sure important pages return a successful HTTP response.

7. Local and Business Information

- Show accurate business name, category, location, and contact information where relevant.
- Keep business information consistent across the website.
- Provide useful service or product descriptions instead of only a name and phone number.

8. Trust and Transparency

- Publish an easy-to-find About page.
- Publish a working Contact page.
- Publish a Privacy Policy.
- Publish Terms of Service or other appropriate site terms.
- Clearly explain advertising or third-party services when they are used.

Final Review Before Publishing

- I reviewed the site from a normal visitor's perspective.
- Important pages contain useful information rather than placeholder text.
- Navigation links work and visitors can return to related sections easily.
- Forms and contact methods work as expected.
- Downloads, templates, or tools that are advertised on the site actually work.
- I checked the most important pages on both desktop and mobile.
- I reviewed recently published content for spelling, accuracy, and clarity.

Quick Page Review

Page	Title	Description	Canonical	Useful Content
Homepage	■	■	■	■
Main category page	■	■	■	■
Blog article	■	■	■	■
Business/listing page	■	■	■	■
Template/resource page	■	■	■	■

Note: SEO results are influenced by many factors. Use this checklist as a practical quality-control tool, not as a guarantee of search rankings.