



SEO Checklist:

Don't Launch Without This!

Use this checklist before and after launching (or relaunching) your website. Tick each item off as you go.

If you need help with any of these, the team at [Page](#) are happy to assist.

Part 1: Pre-Launch Checklist		
Task	Why It Matters	Done?
Undertake keyword research	Helps to understand what people are looking for in your market	<input type="checkbox"/>
Research competitor keywords	Helps you find quick wins and gaps you can fill	<input type="checkbox"/>
Check search intent (what do searchers want?)	Search engines reward pages that match what searchers are really looking for	<input type="checkbox"/>
Identify 3-5 target keywords per page	Targeting the right search terms is the foundation of all SEO	<input type="checkbox"/>
Map keywords to specific pages in a spreadsheet	Avoids keyword cannibalisation (pages competing against each other)	<input type="checkbox"/>
Write unique title tags (under 60 characters) for every page	Title tags are the clickable link in search engine result pages (SERPs) - they directly impact rankings and clicks	<input type="checkbox"/>

Write meta descriptions (150–160 characters) for every page	Boosts click-through rates from search results	<input type="checkbox"/>
Use one H1 heading per page containing your main keyword	Tells search engines, AI engines and readers exactly what the page is about	<input type="checkbox"/>
Structure content with H2/H3 subheadings	Improves readability and helps search engines/AI understand your content structure	<input type="checkbox"/>
Write original, useful content (minimum 300 words per page)	Thin or copied content can be penalised by search engines	<input type="checkbox"/>
Add alt text to all images	Helps search engines understand images; improves accessibility	<input type="checkbox"/>
Include internal links between related pages	Helps search engines crawl your site and spreads 'link juice'	<input type="checkbox"/>
Confirm HTTPS / SSL certificate is active	Search engines can penalise non-secure sites; this also builds visitor trust	<input type="checkbox"/>
Test site on mobile devices	Google uses mobile-first indexing - mobile experience is critical	<input type="checkbox"/>
Run Search engines PageSpeed Insights and fix major issues	Slow sites rank lower and have higher bounce rates	<input type="checkbox"/>
Set up clean, keyword-friendly URL structure	Short, descriptive URLs help both search engines, AI engines and visitors to navigate the website	<input type="checkbox"/>
Check robots.txt isn't blocking important pages	A misconfigured robots.txt can prevent search engines from seeing your site	<input type="checkbox"/>

Create and submit XML sitemap	Helps search engines find and index all your pages faster	<input type="checkbox"/>
Set up canonical tags to avoid duplicate content	Prevents search engines being confused by similar or duplicate pages	<input type="checkbox"/>
Check for broken links before launch	Broken links harm user experience and waste crawl budget	<input type="checkbox"/>
Homepage clearly states what you do, who you help, and where	Your homepage is often the first thing search engines and visitors see	<input type="checkbox"/>
Each service/product has its own dedicated page	Separate pages allow separate ranking opportunities	<input type="checkbox"/>
Every key page has a clear Call to Action	Turns visitors into enquiries or customers	<input type="checkbox"/>
Avoid keyword stuffing - write for humans first	Search engines' algorithms detect unnatural keyword use and penalise it	<input type="checkbox"/>
Set up or claim your Search engines Business Profile	Essential for appearing in Google Maps and local search results	<input type="checkbox"/>
Ensure NAP (Name, Address, Phone) is consistent online	Inconsistent details confuse search engines and reduce local rankings	<input type="checkbox"/>
Include location naturally in page content where relevant	Signals to search engines which geographic area you serve	<input type="checkbox"/>

Part 2: Post-Launch Checklist

Task	Why It Matters	Done?
Set up Google Search Console and verify ownership. Bing Webmaster Tools is also handy.	Free tool to monitor search performance and fix indexing issues	<input type="checkbox"/>
Submit XML sitemap to Google Search Console	Speeds up indexing of all your pages	<input type="checkbox"/>
Set up Google Analytics 4	Tracks visitor behaviour so you can improve your site over time	<input type="checkbox"/>
Check for crawl errors in Google	Uncovers pages Google may be struggling to access	<input type="checkbox"/>
Monitor your initial keyword rankings	Gives you a baseline to measure progress against and identify any quick wins or struggling areas to work on	<input type="checkbox"/>
Submit site to key UK business directories (Yell, Thomson Local etc.)	Builds backlinks and reinforces your NAP data	<input type="checkbox"/>
Get listed on industry association websites	High-quality backlinks that boost authority	<input type="checkbox"/>
Reach out to suppliers/partners for a link exchange	Relevant, trusted links are a major ranking factor	<input type="checkbox"/>
Publish your first blog post (answer a customer question)	Signals to search engines your site is active and authoritative	<input type="checkbox"/>
Set up a content calendar - aim for 1+ post per month	Regular content updates help maintain and improve rankings	<input type="checkbox"/>

Check Google Business Profile is verified and complete	A fully optimised GBP dramatically improves local visibility	<input type="checkbox"/>
Respond to any early Google reviews	Engagement signals improve your local SEO profile	<input type="checkbox"/>
Monitor Core Web Vitals in Google	Search engines use page experience signals as ranking factors	<input type="checkbox"/>
Review bounce rate and time-on-site in Analytics	Identifies pages where visitors aren't engaging - fix the content	<input type="checkbox"/>
Re-check on-page SEO after any major content changes	SEO isn't set-and-forget - keep optimising as you learn what works	<input type="checkbox"/>

Bonus: Relaunch-Specific Checklist

Task	Why It Matters	Done?
Crawl the old site and document all URLs before launch	You can't set up redirects if you don't know what URLs exist	<input type="checkbox"/>
Set up 301 redirects for every changed URL	Preserves existing Search engines rankings and link equity	<input type="checkbox"/>
Check redirects are working correctly post-launch	A redirect that doesn't work loses all SEO value	<input type="checkbox"/>
Preserve existing title tags and meta descriptions initially	Avoid losing rankings by changing too much at once	<input type="checkbox"/>

Identify and protect pages with existing traffic/rankings	Removing pages with SEO value without redirecting causes ranking drops	<input type="checkbox"/>
Test all forms, checkout, and contact functions	Technical issues post-launch harm user experience and conversions	<input type="checkbox"/>
Monitor Search Console for spike in crawl errors	Catches problems before they cause lasting ranking damage	<input type="checkbox"/>
Compare rankings before and after launch (4-8 weeks)	Allows you to spot and recover any unexpected drops quickly	<input type="checkbox"/>

My Progress

Pre-launch items completed: _____ / 26

Post-launch items completed: _____ / 15

Relaunch items: _____ / 8

Notes / Actions:



To Be Seen First, Think [Page1st](#)