

Your SEO Starter Pack Checklist

Website Foundations

- ✓ **Site is mobile-friendly** (it looks good and functions properly on phones and tablets)
- ✓ **Fast load time** (under three seconds per page)
- ✓ **Easy navigation with clear menus**
- ✓ **Secure HTTPS** (not HTTP)

Must-Have Pages

- ✓ **Homepage** clearly explains the services and location
- ✓ **About page** builds trust and uses natural location mentions
- ✓ **Separate services pages** for key offerings
- ✓ **Contact page** with complete, easy-to-find info and embedded Google map
- ✓ **Blog or resources page** (start with a few helpful posts based on keyword research)

Local SEO Essentials

- ✓ **Google Business Profile** claimed and filled out
- ✓ **Location keywords** included naturally on key pages
- ✓ **NAP (Name, Address, Phone)** matches exactly across all listings

Keyword Basics

- ✓ **Avoid keyword stuffing** – prioritize clarity and helpfulness
- ✓ **Keywords used naturally** in headlines, first paragraphs and meta descriptions
- ✓ **Easy navigation with clear menus**

Ongoing Content and SEO Health

- ✓ **Update blog or website content** at least once a quarter
- ✓ **Refresh service pages** if services or specialties change
- ✓ **Monitor Google rankings and traffic** with free tools (like Google Search Console)
- ✓ **Continue building high-quality backlinks** over time through guest blogs, local directories, and other relevant channels.

