

The Davnoot SEO Checklist

Davnoot.

Mark each check yes or no. Fix the no answers in order, group by group: each group assumes the one above it is done. Repeat every quarter.

GROUP 1 Foundations

01	Google Search Console is verified for the domain property (not just one URL prefix).	☐ Yes ☐ No
02	Google Analytics 4 is installed once, on every page, and you can see last week's organic sessions.	☐ Yes ☐ No
03	Bing Webmaster Tools is verified (it also feeds ChatGPT search and Copilot).	☐ Yes ☐ No
04	There is exactly one version of the site: http, non-www or trailing-slash variants all 301 to the same canonical URL.	☐ Yes ☐ No
05	An XML sitemap lists only pages you want indexed, and it is submitted in Search Console.	☐ Yes ☐ No
06	robots.txt does not block CSS, JavaScript or any page you want found.	☐ Yes ☐ No

GROUP 2 Keywords and page jobs

07	Every important page has one primary keyword and two to four close variants, written down.	☐ Yes ☐ No
08	No two pages target the same primary keyword (search your own site for the term to check).	☐ Yes ☐ No
09	Each target keyword's intent matches the page type: guides for "how to", service pages for "agency" or "near me", tools for "free ... tool".	☐ Yes ☐ No
10	You have checked the live results for each target: if page one is all guides, a sales page will not rank there.	☐ Yes ☐ No
11	Keywords with real commercial intent but low volume are not skipped; 20 searches a month from buyers beats 2,000 from students.	☐ Yes ☐ No

GROUP 3 On-page

12	The title tag leads with the primary keyword, stays under about 60 characters and is unique site-wide.	☐ Yes ☐ No
13	The meta description says what the page offers and why to click, in under about 155 characters.	☐ Yes ☐ No
14	There is one H1, it says what the page is about in plain words, and it is not the logo.	☐ Yes ☐ No
15	Subheadings (H2/H3) follow the questions a buyer actually asks, in the order they ask them.	☐ Yes ☐ No
16	The first 100 words say who the page is for and what it solves.	☐ Yes ☐ No
17	URLs are short, lowercase, hyphenated and readable, with no dates or IDs.	☐ Yes ☐ No

18	Every image has descriptive alt text, a sensible file name and is compressed (WebP or AVIF where possible).	☐ Yes ☐ No
19	Each page links to at least two related pages with descriptive anchor text, and at least two pages link to it.	☐ Yes ☐ No

GROUP 4 **Technical**

20	Every page you want found returns 200, is indexable and has a self-referencing canonical tag.	☐ Yes ☐ No
21	Retired pages 301 to their closest equivalent, or return 410 if there is none; nothing important 404s.	☐ Yes ☐ No
22	Core Web Vitals pass on mobile in Search Console: LCP under 2.5 s, INP under 200 ms, CLS under 0.1.	☐ Yes ☐ No
23	The site works and reads well at 360 px wide, with tap targets at least 44 px and no sideways scrolling.	☐ Yes ☐ No
24	The site is served over HTTPS with no mixed-content warnings.	☐ Yes ☐ No
25	Important content is in the HTML the server sends, not only injected by JavaScript after load.	☐ Yes ☐ No
26	Search Console's Pages report has been read this month and every "Not indexed" reason is either intended or fixed.	☐ Yes ☐ No

GROUP 5 **Content and trust**

27	Each service has its own page; there is no single "Services" page trying to rank for everything.	☐ Yes ☐ No
28	Pages show first-hand experience: real numbers, real screenshots, real client situations (with permission).	☐ Yes ☐ No
29	Every article names a real author with a bio and a reason to trust them on the topic.	☐ Yes ☐ No
30	The About page, contact details, address and policies are easy to find from every page.	☐ Yes ☐ No
31	Old content is reviewed at least yearly; outdated pages are updated, merged or removed.	☐ Yes ☐ No
32	Nothing on the site was published just to hit a word count.	☐ Yes ☐ No

GROUP 6 **Local**

33	Your Google Business Profile is verified, with the right primary category, hours, services and photos.	☐ Yes ☐ No
34	Name, address and phone (NAP) match exactly across your site, Google, Bing, Apple Maps and major directories.	☐ Yes ☐ No
35	You ask every happy customer for a review, and you reply to every review, good or bad.	☐ Yes ☐ No

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| 36 | Each location you serve from has its own page with genuinely local content, not a city name swapped into a template. | ☐ Yes ☐ No |
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GROUP 7 **AI search**

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| 37 | Your robots.txt allows the AI crawlers you want citing you (OAI-SearchBot, PerplexityBot, Googlebot). | ☐ Yes ☐ No |
| 38 | Key pages answer the core question in a clear, quotable paragraph near the top. | ☐ Yes ☐ No |
| 39 | Facts that matter (prices, service areas, years in business, guarantees) are stated in text, not only in images. | ☐ Yes ☐ No |
| 40 | Your business is described the same way everywhere it is mentioned: site, directories, social profiles, press. | ☐ Yes ☐ No |
| 41 | You have checked what ChatGPT and Perplexity say about your business and your category, and noted what is wrong. | ☐ Yes ☐ No |

GROUP 8 **Structured data and measurement**

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| 42 | Organization (or LocalBusiness) JSON-LD is on the site, with sameAs links to your real social profiles. | ☐ Yes ☐ No |
| 43 | Structured data describes only what is visible on the page and passes Google's Rich Results Test; no self-written review stars. | ☐ Yes ☐ No |
| 44 | You review Search Console clicks, impressions and top queries monthly, and you know which pages bring leads, not just traffic. | ☐ Yes ☐ No |