

SEO Launch Checklist

A practical checklist for launching or relaunching a small-business website so search engines can find, understand and trust it. Tick each item as you go. Free from SEMRS.

1. Access and tracking

- ☐ **Verify the site in Google Search Console**
Add a Domain property and confirm ownership with a DNS record.
- ☐ **Verify the site in Bing Webmaster Tools**
You can import the property straight from Search Console.
- ☐ **Install Google Analytics 4**
Set up one GA4 property and mark your key events (form sent, call click, WhatsApp click).
- ☐ **Tag campaign links**
Use UTM parameters on links in emails, ads and social posts so traffic is reported correctly.

2. Crawling and indexing

- ☐ **Robots.txt allows the live site**
Make sure staging rules such as Disallow: / are not copied to production.
- ☐ **XML sitemap submitted**
Submit the sitemap in Search Console and Bing, and list it in robots.txt.
- ☐ **One version of the site**
http, https, www and non-www all redirect to one preferred address with a single 301.
- ☐ **No important page set to noindex**
Check service, product and contact pages for a stray noindex tag.
- ☐ **Broken links and old URLs redirected**
Every removed URL redirects to its closest replacement, not all to the homepage.

3. On-page basics

- ☐ **One H1 per page**
The H1 says what the page is about; H2 and H3 headings follow in order.
- ☐ **Unique title tag on every page**
Around 50-60 characters, main topic first, brand last.
- ☐ **Unique meta description**
About 140-160 characters that tell a searcher what they will get.
- ☐ **Short, readable URLs**
Lowercase words joined by hyphens, no dates or random IDs.
- ☐ **Descriptive image alt text**
Describe what the image shows; leave decorative images empty.
- ☐ **Internal links with clear anchor text**
Link related pages using words that describe the destination, not 'click here'.

4. Speed and experience

- ☐ **Images compressed and sized**
Use WebP or AVIF, set width and height, and lazy-load below the fold.
- ☐ **Core Web Vitals checked**
Run PageSpeed Insights on mobile for the home page and top service pages.
- ☐ **Works on a phone**
Text readable without zooming, buttons easy to tap, no sideways scrolling.
- ☐ **HTTPS everywhere**
Valid certificate and no mixed-content warnings.

5. Trust and local signals

- ☐ **Contact details visible**
Email, phone or WhatsApp, and an address if you serve customers in person.
- ☐ **Google Business Profile complete**
Correct category, hours, service area, photos and website link (local businesses).
- ☐ **Same name, address and phone everywhere**
Keep business details identical on the site, profile and directories.
- ☐ **About, privacy and terms pages**
Real people, a real business and clear policies build trust with visitors and search engines.
- ☐ **Structured data tested**
Organization, LocalBusiness or FAQ markup passes Google's Rich Results Test.

6. Content

☐ **One page per main service**
Each service page targets its own keyword and answers the questions buyers ask.

☐ **A content plan for the next 3 months**
Blog topics chosen from keyword research, not guesses.

☐ **No thin or duplicate pages**
Merge or improve pages that say the same thing with different words.

Want SEMRS to run this for you? SEO & GEO plans start from \$69/mo per website. See semrs.com/services/seo/ or email admin@semrs.com.