WeMoW
Web Development

On-Site SEO Checklist

Page Titles (Title Tags) ☐

□ Each page has a short title at the top in the tab or browser
□ Titles include what you do (example: "Plumbing Services")
□ Titles include your town or area (example: "in Mobile, AL")
□ Keep it under 60 characters

Meta Descriptions ☐

□ Add a short sentence for each page in your website settings
□ Say what the page is about and why someone should click
□ Keep it under 160 characters

Use the Right Words (Keywords) ☐

□ Think about what someone types into Google to find you
□ Use those words 1–2 times on each page
□ Put them in these places:
• Page title
• First sentence
• A subheading (like H2)
• One image's description (alt text)

Website Menus and Page Links ☐

□ Your menu has 5 or fewer items
□ Pages are named clearly (like "Services" or "Contact Us")
□ Add links in your text to other pages on your site
 -Example: "Visit our Services page to learn more."

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Mobile-Friendly Design ☐

- ☐ Open your site on a phone—does it look good?
- ☐ Text is big enough to read
- ☐ Buttons are easy to tap
- ☐ No scrolling side to side

Fast Loading ☐

- ☐ Compress (shrink) all images before uploading (use a tool like TinyPNG)
- ☐ Don't use more than 2–3 fonts or big animations
- ☐ Ask your web developer to set up browser caching

Business Info on Every Page ☐

- ☐ Each page has a short title at the top in the tab or browser
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- ☐ Keep it under 60 characters

Location Pages or Mentions ☐

- ☐ Say the names of cities or areas you serve
- ☐ Add a short paragraph about each location you work in
  -Example: "We also offer home services in Midtown and West Mobile."

Bonus: Add Schema ☐

- ☐ Ask your web developer to add Local Business Schema
- ☐ This helps Google show your hours, reviews, and phone in search results