

Your Comprehensive SEO Checklist for Success

*A 2025 Guide to Optimising Your Website for Search
Engines and AI Overviews*

Prepared by Jorge Jaroslavsky, JJSEO, Leeds, West Yorkshire

July 24, 2025

Visit us at jjseo.co.uk for expert SEO services

Contents

1	Introduction	3
2	Technical SEO	3
2.1	Ensure Mobile-Friendliness and Responsiveness	3
2.2	Secure Your Website with HTTPS	3
2.3	Optimise Website Speed	3
2.4	Fix Broken Links and Redirects	4
2.5	Create and Submit an XML Sitemap	4
2.6	Configure Robots.txt Correctly	4
2.7	Implement Structured Data	4
3	On-Page SEO	4
3.1	Optimise Title Tags	4
3.2	Craft Meta Descriptions	5
3.3	Use Header Tags	5
3.4	Incorporate Keywords Naturally	5
3.5	Add Alt Text to Images	5
3.6	Optimise URLs	5
3.7	Implement Internal Linking	5
4	Content Optimisation	6
4.1	Create High-Quality Content	6
4.2	Update Old Content	6
4.3	Conduct Keyword Research	6
4.4	Incorporate Multimedia	6
4.5	Include Clear CTAs	6
5	Off-Page SEO	7
5.1	Build High-Quality Backlinks	7
5.2	Optimise Google Business Profile	7
5.3	Encourage Positive Reviews	7
5.4	Leverage Social Media	7
6	Local SEO	7
6.1	Consistent NAP Information	8
6.2	Optimise for Local Keywords	8
6.3	List in Local Directories	8
7	Analytics and Monitoring	8
7.1	Set Up Google Analytics	8
7.2	Use Google Search Console	8
7.3	Track Keyword Rankings	9
7.4	Monitor User Metrics	9
8	User Experience (UX)	9
8.1	Improve Navigation	9
8.2	Use Professional Design	9
8.3	Minimise Intrusive Elements	9

8.4	Test Across Devices	10
9	Optimising for AI Overviews	10
9.1	Understanding AI Overviews	10
9.2	Structure Content for AI Parsing	10
9.3	Enhance Authority with E-E-A-T	10
9.4	Optimise for Conversational Queries	11
9.5	Leverage Structured Data for AI	11
9.6	Target Zero-Click Searches	11
9.7	Monitor AI Overview Performance	11
9.8	Adapt to Agentic Browsers	12
10	AI Tools for SEO	12
10.1	Grok (xAI)	12
10.2	Gemini (Google)	12
10.3	Copilot (Microsoft)	12
10.4	ChatGPT (OpenAI)	13
10.5	Claude (Anthropic)	13
10.6	Perplexity	13
10.7	Choosing the Right AI Tool	13
11	Ongoing Maintenance	14
11.1	Update CMS and Plugins	14
11.2	Conduct SEO Audits	14
11.3	Stay Updated on SEO Trends	14
12	Conclusion	15

1 Introduction

Welcome to the **Comprehensive SEO Checklist for 2025**, crafted by Jorge Jaroslavsky of JJSEO to empower your business in the dynamic world of search engine optimisation (SEO). Based in Leeds, West Yorkshire, I specialise in helping businesses enhance their online presence, drive targeted traffic, and convert visitors into loyal customers. This 15-page guide covers technical SEO, on-page and off-page strategies, content optimisation, local SEO, analytics, user experience, AI overviews, AI tools, and ongoing maintenance. With the rise of AI-driven search and agentic browsers, this checklist also addresses how to optimise for AI Overviews. Let's elevate your websites performance on platforms like Google, ChatGPT, and Perplexity!

2 Technical SEO

Technical SEO ensures your website is crawlable, indexable, and user-friendly, forming the backbone of high search rankings.

2.1 Ensure Mobile-Friendliness and Responsiveness

With over 60% of searches conducted on mobile devices in 2025, a responsive design is essential.

- **Action:** Test your site using Googles Mobile-Friendly Test ([Google Mobile-Friendly Test](#)).
- **Tip:** Use CSS frameworks like Bootstrap for fluid layouts.
- **Example:** Ensure your Leeds-based business menu is navigable on smart-phones without excessive zooming.

2.2 Secure Your Website with HTTPS

HTTPS protects user data and boosts SEO rankings.

- **Action:** Install an SSL certificate via your hosting provider (Let's Encrypt for free)
- **Tip:** Implement 301 redirects from HTTP to HTTPS.
- **Example:** Redirect <http://jjseo.co.uk/services> to <https://jjseo.co.uk/services> for your Leeds SEO services.

2.3 Optimise Website Speed

Fast-loading sites enhance user experience and SEO.

- **Action:** Use Google PageSpeed Insights and GTmetrix to identify bottlenecks.
- **Tip:** Compress images to WebP/AVIF format and enable browser caching and minimize JS/CSS, defer scripts, lazy-load images.
- **Example:** Reducing a Leeds business homepage image from 3MB to 300KB

can halve load time.

2.4 Fix Broken Links and Redirects

Broken links harm user experience and SEO.

- **Action:** Scan for 404 errors using Screaming Frog or Ahrefs.
- **Tip:** Set up 301 redirects for outdated URLs.
- **Example:** Redirect an old Leeds SEO service page to a new one on jjseo.co.uk.

2.5 Create and Submit an XML Sitemap

An XML sitemap guides search engines to your content.

- **Action:** Generate a sitemap with Yoast SEO and submit it via Google Search Console.
- **Tip:** Exclude non-canonical pages from the sitemap.
- **Example:** A sitemap for jjseo.co.uk listing Leeds-focused service and blog pages.

2.6 Configure Robots.txt Correctly

The robots.txt file controls crawler access.

- **Action:** Block irrelevant pages (e.g., admin areas) in robots.txt.
- **Tip:** Test your robots.txt in Google Search Console.
- **Example:** Disallow: `/wp-admin/` for your Leeds-based WordPress site.

2.7 Implement Structured Data

Schema markup enables rich snippets in search results.

- **Action:** Add JSON-LD schema using Googles Structured Data Markup Helper.
- **Tip:** Use schema for services, reviews, or FAQs. Test with Google's Rich Results Test
- **Example:** Add LocalBusiness schema for JJSEOs Leeds office details.

2.8 Monitor Core Web Vitals

- **Action** Regularly check LCP, INP, CLS in Google Search Console.

3 On-Page SEO

On-page SEO optimises individual pages for better rankings and relevance.

3.1 Optimise Title Tags

Title tags are critical for SEO and click-through rates.

- **Action:** Keep titles under 60 characters with primary keywords.
- **Tip:** Reflect user intent in titles.
- **Example:** SEO Consultant Leeds | JJSEO Services is concise and targeted.

3.2 Craft Meta Descriptions

Meta descriptions drive clicks from search results.

- **Action:** Write unique descriptions under 160 characters.
- **Tip:** Include a call-to-action and keywords.
- **Example:** Boost your rankings with JJSEOs expert services in Leeds. Contact us now!

3.3 Use Header Tags

H1, H2, and H3 tags structure content for readability and SEO.

- **Action:** Use one H1 per page, with H2/H3 for subheadings.
- **Tip:** Incorporate keywords naturally in headers.
- **Example:** H1: SEO Services in Leeds | H2: Technical SEO Audit.

3.4 Incorporate Keywords Naturally

Keywords should enhance content without stuffing.

- **Action:** Use SEMrush or Ahrefs for keyword research.
- **Tip:** Target long-tail keywords for niche searches.
- **Example:** SEO consultant Leeds for small businesses over generic SEO.

3.5 Add Alt Text to Images

Alt text boosts accessibility and image SEO.

- **Action:** Add descriptive alt text with keywords.
- **Tip:** Keep alt text under 125 characters.
- **Example:** alt="Jorge Jaroslavsky analysing SEO data in Leeds".

3.6 Optimise URLs

Clean URLs improve SEO and user experience.

- **Action:** Use short, keyword-rich URLs with hyphens.

- **Tip:** Avoid dynamic parameters like ?id=123.
- **Example:** <https://jjseo.co.uk/seo-for-automotive>

3.7 Implement Internal Linking

Internal links enhance navigation and authority distribution.

- **Action:** Link to related pages with descriptive anchors.
- **Tip:** Aim for 35 internal links per page.
- **Example:** Link Explore our Leeds SEO audits to the audit page.

4 Content Optimisation

High-quality content engages users and satisfies search intent.

4.1 Create High-Quality Content

Content should be original and valuable.

- **Action:** Write in-depth articles (1,500+ words) for key topics.
- **Tip:** Use Grammarly for polished writing.
- **Example:** A blog post titled 2025 SEO Strategies for Leeds Businesses by JJSEO.

4.2 Update Old Content

Fresh content maintains relevance.

- **Action:** Update outdated posts every 612 months.
- **Tip:** Add new statistics or Leeds-specific case studies.
- **Example:** Refresh a 2024 Leeds SEO guide with 2025 trends.

4.3 Conduct Keyword Research

Target keywords that align with user intent.

- **Action:** Use Google Keyword Planner or Ubersuggest.
- **Tip:** Focus on low-competition, high-intent keywords.
- **Example:** Target local SEO consultant Leeds for JJSEO.

4.4 Incorporate Multimedia

Visuals enhance engagement and dwell time.

- **Action:** Embed optimised images or videos.
- **Tip:** Use captions with keywords.
- **Example:** A video on How JJSEO Boosts Leeds Business Rankings.

4.5 Include Clear CTAs

CTAs guide users to take action.

- **Action:** Add CTAs like Contact JJSEO on key pages.
- **Tip:** Use action-oriented language.
- **Example:** Book Your Free SEO Consultation with Jorge Jaroslavsky in Leeds!

5 Off-Page SEO

Off-page SEO builds authority and trust beyond your website.

5.1 Build High-Quality Backlinks

Backlinks from reputable sites boost credibility.

- **Action:** Guest post on industry blogs or collaborate with Leeds businesses.
- **Tip:** Avoid low-quality link schemes.
- **Example:** A backlink from a Leeds business blog to jjseo.co.uk.

5.2 Optimise Google Business Profile

A Google Business Profile enhances local visibility.

- **Action:** Claim and complete your profile with accurate Leeds details.
- **Tip:** Add photos and regular updates.
- **Example:** A profile for JJSEO - SEO Consultant Leeds, West Yorkshire.

5.3 Encourage Positive Reviews

Reviews build trust and aid local SEO.

- **Action:** Request reviews from satisfied Leeds clients on Google.
- **Tip:** Respond to all reviews professionally.
- **Example:** A 5-star review praising JJSEOs Leeds SEO results.

5.4 Leverage Social Media

Social signals drive traffic and engagement.

- **Action:** Share content on platforms like X or LinkedIn.
- **Tip:** Use hashtags like #SEO or #LeedsBusiness.
- **Example:** A post linking to a JJSEO blog on X about Leeds SEO.

6 Local SEO

Local SEO targets customers in Leeds, West Yorkshire, ideal for JJSEOs services.

6.1 Consistent NAP Information

Consistent Name, Address, and Phone (NAP) builds trust.

- **Action:** Display NAP on every page of jjseo.co.uk.
- **Tip:** Use a footer for NAP visibility.
- **Example:** Jorge Jaroslavsky, 123 Leeds St, West Yorkshire, UK | +44 113 123 4567.

6.2 Optimise for Local Keywords

Local keywords attract Leeds clients.

- **Action:** Include Leeds or West Yorkshire in titles and content.
- **Tip:** Use Moz Local for local keyword ideas.
- **Example:** SEO Consultant in Leeds on service pages.

6.3 List in Local Directories

Directories increase local discoverability.

- **Action:** List JJSEO on Yelp, Bing Places, and Leeds business directories.
- **Tip:** Ensure NAP consistency across listings.
- **Example:** A Yelp listing for JJSEO - Leeds SEO Services.

7 Analytics and Monitoring

Tracking performance refines your SEO strategy.

7.1 Set Up Google Analytics

Google Analytics monitors traffic and behaviour.

- **Action:** Install the tracking code on jjseo.co.uk.
- **Tip:** Set up goals for conversions like form submissions.
- **Example:** Track organic traffic from Leeds to measure SEO success.

7.2 Use Google Search Console

Search Console identifies indexing and keyword issues.

- **Action:** Submit your sitemap and check for crawl errors.
- **Tip:** Monitor the Performance report for Leeds-related queries.
- **Example:** Fix a crawl error for a Leeds service page.

7.3 Track Keyword Rankings

Monitor keyword performance to adjust strategies.

- **Action:** Use SEMrush or Rank Tracker for keyword tracking.
- **Tip:** Focus on high-traffic keywords.
- **Example:** Track SEO consultant Leeds for top 3 rankings.

7.4 Monitor User Metrics

Metrics like bounce rate and session duration indicate UX quality.

- **Action:** Analyse metrics in Google Analytics.
- **Tip:** Aim for a bounce rate under 50%.
- **Example:** A high bounce rate on a Leeds service page may signal irrelevant content.

8 User Experience (UX)

A seamless UX improves engagement and indirectly boosts SEO.

8.1 Improve Navigation

Clear navigation enhances usability.

- **Action:** Create a logical menu structure for jjseo.co.uk.
- **Tip:** Include a search bar for larger sites.
- **Example:** A menu with Home, Leeds SEO Services, Blog, Contact.

8.2 Use Professional Design

A clean design builds credibility.

- **Action:** Use consistent fonts and colours on your site.
- **Tip:** Choose a modern CMS theme.
- **Example:** A minimalist design with JJSEOs Leeds branding.

8.3 Minimise Intrusive Elements

Pop-ups can deter users.

- **Action:** Use exit-intent pop-ups sparingly.
- **Tip:** Avoid ads covering content.
- **Example:** A subtle Subscribe pop-up after 30 seconds on jjseo.co.uk.

8.4 Test Across Devices

Cross-device testing ensures accessibility.

- **Action:** Test on Chrome, Firefox, and mobile browsers.
- **Tip:** Use BrowserStack for testing.
- **Example:** Ensure buttons are touch-friendly on mobile for Leeds clients.

9 Optimising for AI Overviews

AI Overviews, powered by generative AI, are transforming search in 2025. Google's AI Overviews, along with agentic browsers from ChatGPT, Opera, and Perplexity, deliver concise, AI-generated summaries directly in search results or browser interfaces. Optimising for these requires a focus on structured content, authority, and user intent.

9.1 Understanding AI Overviews

AI Overviews provide instant answers by aggregating and summarising web content. Google's AI Overviews appear at the top of search results, while agentic browsers like ChatGPT's SearchGPT or Perplexity AI-driven search integrate answers within conversational interfaces.

- **Action:** Create content that directly answers user queries with clear, concise information.
- **Tip:** Use question-based headings to align with conversational search.
- **Example:** A section titled What is the best SEO strategy for Leeds businesses? on jjseo.co.uk.

9.2 Structure Content for AI Parsing

AI systems rely on well-structured, scannable content to generate overviews.

- **Action:** Use bullet points, tables, and numbered lists for key information.
- **Tip:** Place critical information in the first 100,000 words of a page.
- **Example:** A table comparing Leeds SEO packages on jjseo.co.uk, easily parsed by AI.

9.3 Enhance Authority with E-E-A-T

Google's E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) is crucial for AI Overviews, as AI prioritises credible sources.

- **Action:** Showcase your expertise by adding an author bio (e.g., Jorge Jaroslavsky, Leeds SEO Expert) and linking to jjseo.co.uk/about.
- **Tip:** Include citations to reputable sources or Leeds client testimonials.
- **Example:** A bio stating, Jorge Jaroslavsky, with 10+ years in SEO, has helped 50+ Leeds businesses rank higher.

9.4 Optimise for Conversational Queries

Agentic browsers process natural language queries, so content must align with conversational search.

- **Action:** Target long-tail, question-based keywords (e.g., How can I improve my websites SEO in Leeds?).
- **Tip:** Use FAQ sections to address common questions.
- **Example:** An FAQ page on jjseo.co.uk answering Why hire a Leeds SEO consultant?

9.5 Leverage Structured Data for AI

Schema markup helps AI systems understand and extract content for overviews.

- **Action:** Implement FAQPage, HowTo, or Article schema on relevant pages.
- **Tip:** Test schema with Googles Rich Results Test.
- **Example:** Add FAQPage schema to a page answering What are the benefits of SEO for Leeds businesses?

9.6 Target Zero-Click Searches

AI Overviews often resolve queries without clicks, so aim to appear in these summaries.

- **Action:** Provide direct, factual answers in content (e.g., SEO audits improve rankings for Leeds businesses by identifying technical issues).
- **Tip:** Use concise paragraphs or snippets at the top of pages.
- **Example:** A blog intro stating, In 2025, technical SEO is critical for Leeds businesses to rank on Google.

9.7 Monitor AI Overview Performance

Track how your content appears in AI Overviews and agentic browser results.

- **Action:** Use tools like Ahrefs or SEMrush to monitor featured snippets and AI-driven results.
- **Tip:** Adjust content based on which Leeds queries trigger AI Overviews.
- **Example:** If SEO consultant Leeds triggers an AI Overview, ensure jjseo.co.uk provides the most relevant answer.

9.8 Adapt to Agentic Browsers

Agentic browsers like Operas AI Assistant or Perplexity search prioritise real-time, context-aware answers.

- **Action:** Optimise for real-time relevance by updating content frequently.
- **Tip:** Use social signals (e.g., X posts) to boost content visibility in AI-driven browsers.
- **Example:** Share a blog post on X with hashtags like #LeedsSEO to align with perplexity's real-time indexing.

10 AI Tools for SEO

AI tools like Grok, Gemini, Copilot, ChatGPT, Claude, and Perplexity enhance SEO tasks, complementing AI Overview optimisation.

10.1 Grok (xAI)

Grok excels in real-time data analysis, ideal for dynamic SEO strategies.

- **Strengths:** Real-time sentiment analysis on X, identifying trending keywords, and generating edgy content. Free for limited use; X Premium+ offers higher quotas.
- **SEO Use Case:** Use Grok to find trending terms like Leeds SEO 2025 for jjseo.co.uk.
- **Limitation:** Less suited for in-depth coding or creative writing.
- **Example:** Analyse X posts to identify keywords for Leeds-focused AI Overview content.

10.2 Gemini (Google)

Gemini 2.5 Pro integrates with Googles ecosystem for robust research.

- **Strengths:** Handles large documents and multimodal inputs for competitor analysis. Free tier; Gemini Advanced at €15.99/month.
- **SEO Use Case:** Summarise competitor content for Leeds AI Overview optimisation.
- **Limitation:** Less creative than ChatGPT.
- **Example:** Use Gemini to analyse a competitor's Leeds FAQ page for gaps.

10.3 Copilot (Microsoft)

Copilot, powered by GPT-4 Turbo, integrates with Microsoft tools.

- **Strengths:** Real-time Bing search and content generation. Free tier; Copilot Pro at £15/month.

- **SEO Use Case:** Draft meta descriptions for Leeds AI Overviews in Word.
- **Limitation:** Limited without Microsoft 365.
- **Example:** Create SEO content for jjseo.co.uk in Word for Leeds clients.

10.4 ChatGPT (OpenAI)

ChatGPT 4.5 is versatile for content creation.

- **Strengths:** Writes SEO-friendly content and meta descriptions. Free tier (GPT-3.5); Plus at £15/month.
- **SEO Use Case:** Craft question-based content for Leeds AI Overviews.
- **Limitation:** Limited deep search for free users.
- **Example:** Write a blog post for How to optimise for Google AI Overviews in Leeds.

10.5 Claude (Anthropic)

Claude 4 (May 2025) excels in technical SEO tasks.

- **Strengths:** Handles large documents and schema markup coding. Free tier; Pro at £14/month.
- **SEO Use Case:** Generate FAQPage schema for Leeds-focused AI Overviews.
- **Limitation:** No real-time web search.
- **Example:** Create JSON-LD for jjseo.co.uk Leeds service pages.

10.6 Perplexity

Perplexity combines AI with real-time search.

- **Strengths:** Provides cited sources for keyword research. Free tier (5 queries/day); Pro at £15/month.
- **SEO Use Case:** Research trending Leeds keywords for AI Overviews.
- **Limitation:** Less suited for creative content.
- **Example:** Verify sources for a blog on 2025 SEO trends for Leeds businesses.

10.7 Choosing the Right AI Tool

- **For AI Overviews:** ChatGPT or Claude for question-based Leeds content; Perplexity for research.
- **For Technical SEO:** Claude for schema markup.
- **For Trends:** Grok or Perplexity for real-time Leeds insights.
- **For Microsoft Users:** Copilot for Office integration.

11 Ongoing Maintenance

SEO requires consistent effort to stay competitive.

11.1 Update CMS and Plugins

Outdated software can harm SEO and security.

- **Action:** Update WordPress and plugins monthly on jjseo.co.uk.
- **Tip:** Back up your site before updates.
- **Example:** Update Yoast SEO to the latest version for your Leeds site.

11.2 Conduct SEO Audits

Regular audits catch issues early.

- **Action:** Use Ahrefs or Moz for quarterly audits.
- **Tip:** Check technical, on-page, and AI Overview elements.
- **Example:** Fix duplicate content on a Leeds service page found in an audit.

11.3 Stay Updated on SEO Trends

Algorithms and AI evolve constantly.

- **Action:** Follow Search Engine Journal or Moz blogs.
- **Tip:** Attend SEO webinars for updates.
- **Example:** Adapt to Googles 2025 AI Overview algorithm changes for Leeds businesses.

12 Conclusion

This SEO checklist, crafted by Jorge Jaroslavsky of JJSEO in Leeds, West Yorkshire, equips you to dominate search rankings and AI Overviews in 2025. By implementing these strategies, your website will attract more Leeds-based traffic and convert visitors effectively. For personalised SEO solutions, contact me at jjseo.co.uk to schedule a consultation. Let's boost your online success in Leeds and beyond!