DYNAVON

Small Business SEO Checklist

Website: _____ Reviewed: _____

Goals and useful content

- [ ] Define the enquiry or purchase your website should support.
- [ ] Record important service pages and keep a clear keyword-to-page map.
- [ ] Write a distinct title, main heading and accurate page description.
- [ ] Explain the service and answer the customer's main questions.

Links and trust

- [ ] Check that important buttons and internal links reach the correct pages.
- [ ] Use accurate image descriptions and approved project material.
- [ ] Remove placeholder reviews and unsupported performance claims.
- [ ] Keep verified business details consistent across the website.

Technical and mobile checks

- [ ] Test mobile navigation, contact buttons and the enquiry form.
- [ ] Review unintended noindex rules, broken pages and redirect issues.
- [ ] Check canonical URLs and confirm the sitemap opens correctly.
- [ ] Preserve useful URLs and plan redirects before changing them.

Measurement and ongoing review

- [ ] Verify Search Console ownership and submit the correct sitemap.
- [ ] Check local profile eligibility and publish only real business information.
- [ ] Confirm tracking for meaningful enquiries where it is available.
- [ ] Keep a change log and review progress over a suitable period.

Next priority: _____

Reference: Google Search Central SEO Starter Guide

dynavon.online/a-beginners-guide-to-seo-for-small-businesses/

A practical review checklist. Search rankings and indexing are not guaranteed.