

New Website SEO Checklist

40 checks with owners and pass evidence | Checks 1-8

Website: _____ Review date: _____

P0: launch-critical P1: launch / early follow-up P2: improve using evidence

1. Define the primary outcome

P1 | Suggested owner: Owner

Pass evidence: An agreed definition of a useful enquiry, booking or purchase exists.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

2. Map query groups to pages

P1 | Suggested owner: SEO

Pass evidence: Every core page has a distinct intent and proposed search-query group.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

3. Approve the actual offer

P1 | Suggested owner: Owner

Pass evidence: Scope, exclusions and next steps are documented for each core offer.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

4. Approve URLs and navigation

P1 | Suggested owner: SEO + developer

Pass evidence: A page register and navigation plan identify every core destination.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

5. Assign account ownership

P1 | Suggested owner: Owner

Pass evidence: The business controls domain, hosting, CMS and measurement access.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

6. Identify migration scope

P1 | Suggested owner: Developer

Pass evidence: Old URLs and relevant replacements are documented if replacing a site; otherwise mark not applicable.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

7. Verify final domain and HTTPS

P0 | Suggested owner: Developer

Pass evidence: Public pages load on the approved domain without certificate warnings.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

8. Check production responses

P0 | Suggested owner: Developer

Pass evidence: Important live templates return successful responses and meaningful content.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

Use dated evidence. This checklist does not guarantee indexing or rankings.

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New Website SEO Checklist

40 checks with owners and pass evidence | Checks 9-16

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9. Remove unintended launch privacy

P0 | Suggested owner: Developer

Pass evidence: Intended public pages open without login; private areas remain protected.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

10. Check crawler access

P0 | Suggested owner: Developer + SEO

Pass evidence: No accidental site-wide crawl block remains on intended public content.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

11. Check indexing directives

P0 | Suggested owner: Developer + SEO

Pass evidence: No unintended noindex exists in page tags or response headers on launch pages.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

12. Remove staging references

P0 | Suggested owner: Developer

Pass evidence: Canonical and navigation samples point to the intended production URLs.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

13. Review duplicate URL handling

P1 | Suggested owner: SEO + developer

Pass evidence: Canonical preferences are consistent with internal links and the sitemap.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

14. Test missing URLs and redirects

P1 | Suggested owner: Developer

Pass evidence: Missing pages return appropriate errors; intended replacements redirect correctly.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

15. Inspect rendered templates

P1 | Suggested owner: Developer

Pass evidence: Main content and navigation appear in the rendered mobile page.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

16. Validate the sitemap

P1 | Suggested owner: SEO

Pass evidence: It loads and contains intended preferred URLs without staging or broken entries.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

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New Website SEO Checklist

40 checks with owners and pass evidence | Checks 17-24

Website: _____ Review date: _____

P0: launch-critical P1: launch / early follow-up P2: improve using evidence

17. Approve core page facts

P1 | Suggested owner: Owner + editor

Pass evidence: Offer, product and business claims match evidence supplied by the business.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

18. Review page-specific titles

P1 | Suggested owner: Editor

Pass evidence: Each important page has a clear title describing its actual purpose.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

19. Review descriptions

P1 | Suggested owner: Editor

Pass evidence: Important pages have relevant summaries without unsupported claims.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

20. Check headings and opening answer

P1 | Suggested owner: Editor

Pass evidence: A reader can identify the page purpose and find key decision information.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

21. Check image usefulness and alt text

P1 | Suggested owner: Editor

Pass evidence: Informative images are relevant and described accurately.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

22. Connect important pages

P1 | Suggested owner: SEO

Pass evidence: Core destinations are reachable through useful navigation or contextual links.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

23. Verify contact and trust details

P1 | Suggested owner: Owner

Pass evidence: Real business details, contact routes and applicable policies are consistent.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

24. Test the main action

P0 | Suggested owner: Developer + owner

Pass evidence: A valid enquiry or test purchase reaches its intended destination.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

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New Website SEO Checklist

40 checks with owners and pass evidence | Checks 25-32

Website: _____ Review date: _____

P0: launch-critical P1: launch / early follow-up P2: improve using evidence

25. Test mobile usability

P1 | Suggested owner: Developer

Pass evidence: Menus, fields, errors, confirmations and key content work on a phone.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

26. Record performance findings

P1 | Suggested owner: Developer

Pass evidence: Lab findings and available field data are saved, with prioritised fixes.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

27. Validate applicable structured data

P1 | Suggested owner: SEO + developer

Pass evidence: Markup reflects visible facts; no unsupported reviews or conflicting output remain.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

28. Verify Search Console access

P1 | Suggested owner: Owner + SEO

Pass evidence: The correct property is accessible to the responsible business user.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

29. Submit and check the sitemap

P1 | Suggested owner: SEO

Pass evidence: Submission and processing observations are recorded, with errors assigned.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

30. Inspect priority URLs

P1 | Suggested owner: SEO

Pass evidence: Date, index observation and canonical findings are recorded per URL.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

31. Validate analytics collection

P1 | Suggested owner: Analyst

Pass evidence: Intended production visits and events arrive in the correct property.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

32. Test success-event definitions

P1 | Suggested owner: Analyst + owner

Pass evidence: Valid, invalid and repeat-action tests distinguish successes from clicks.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

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New Website SEO Checklist

40 checks with owners and pass evidence | Checks 33-40

Website: _____ Review date: _____

P0: launch-critical P1: launch / early follow-up P2: improve using evidence

33. Define lead quality and reporting

P1 | Suggested owner: Owner + analyst

Pass evidence: Qualification criteria, reporting filters and follow-up owner are documented.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

34. Review platform settings

P1 | Suggested owner: Developer

Pass evidence: Applicable WordPress, Shopify or custom-build checks above are evidenced.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

35. Review local-business eligibility

P1 | Suggested owner: Owner + SEO

Pass evidence: Any Business Profile uses eligible, genuine business/location details.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

36. Review the store journey

P1 | Suggested owner: Store owner + developer

Pass evidence: Category, product, variant and checkout samples are verified; otherwise mark not applicable.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

37. Record indexing follow-up

P2 | Suggested owner: SEO

Pass evidence: Requests and observations are separate; unresolved issues have a next check date.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

38. Plan useful supporting content

P2 | Suggested owner: Owner + editor

Pass evidence: Each proposed article answers a distinct customer need and has a target page to support.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

39. Review comparable periods

P2 | Suggested owner: SEO + analyst

Pass evidence: Complete periods, filters, missing-data reasons and business outcomes are documented.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

40. Choose and remeasure actions

P2 | Suggested owner: Owner

Pass evidence: Each review ends with keep, improve, expand or investigate and a named next step.

Status: ☐ Pass ☐ Fix ☐ Not checked ☐ N/A Owner: _____ Due: _____ Retest: _____

Evidence / URL / exception reason: _____

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