

The Website & Local SEO Checklist

A practical, no-fluff checklist to see how launch-ready your business website actually is — before you spend on ads or wonder why you're not showing up on Google.

1. Foundations

- Homepage clearly states what the business does and who it's for
- Individual pages exist for each core service (not one page covering everything)
- Contact details and a way to inquire or book are visible on every page
- Site loads fast and works properly on mobile
- Custom 404 page exists instead of a broken default error

2. Technical SEO

- Every page has a unique title tag and meta description
- XML sitemap exists and is submitted to Google Search Console
- robots.txt is configured correctly and not blocking important pages
- Canonical URLs are set to avoid duplicate content issues
- Schema.org structured data added (Organization, LocalBusiness, Breadcrumb, FAQ)

3. Local Search & Google Business Profile

- Google Business Profile is claimed, verified, and fully filled out
- Business name, address, and phone number match exactly across website and GBP
- Website is linked from the Google Business Profile
- At least a few genuine customer reviews are collected
- City/region-specific service pages exist if serving multiple locations

4. Ownership & Analytics

- You have access to the domain registrar account
- You have access to the hosting account (not just the developer)
- Google Analytics (GA4) is installed and tracking correctly
- You have the actual source files, not just a page-builder login

- SSL certificate (https) is active and auto-renewing

5. Ongoing Health

- Someone is checking for indexing/ranking issues periodically
- There's a plan for who updates content, pricing, or new pages
- Forms and booking flows are tested and actually deliver submissions
- Broken links and outdated info are checked every few months

Built by Trivilo Technologies — a full-stack web agency in Ahmedabad, India. We design, build, deploy, and set up SEO for growing businesses, end to end. hello@trivilo.in | trivilo.in