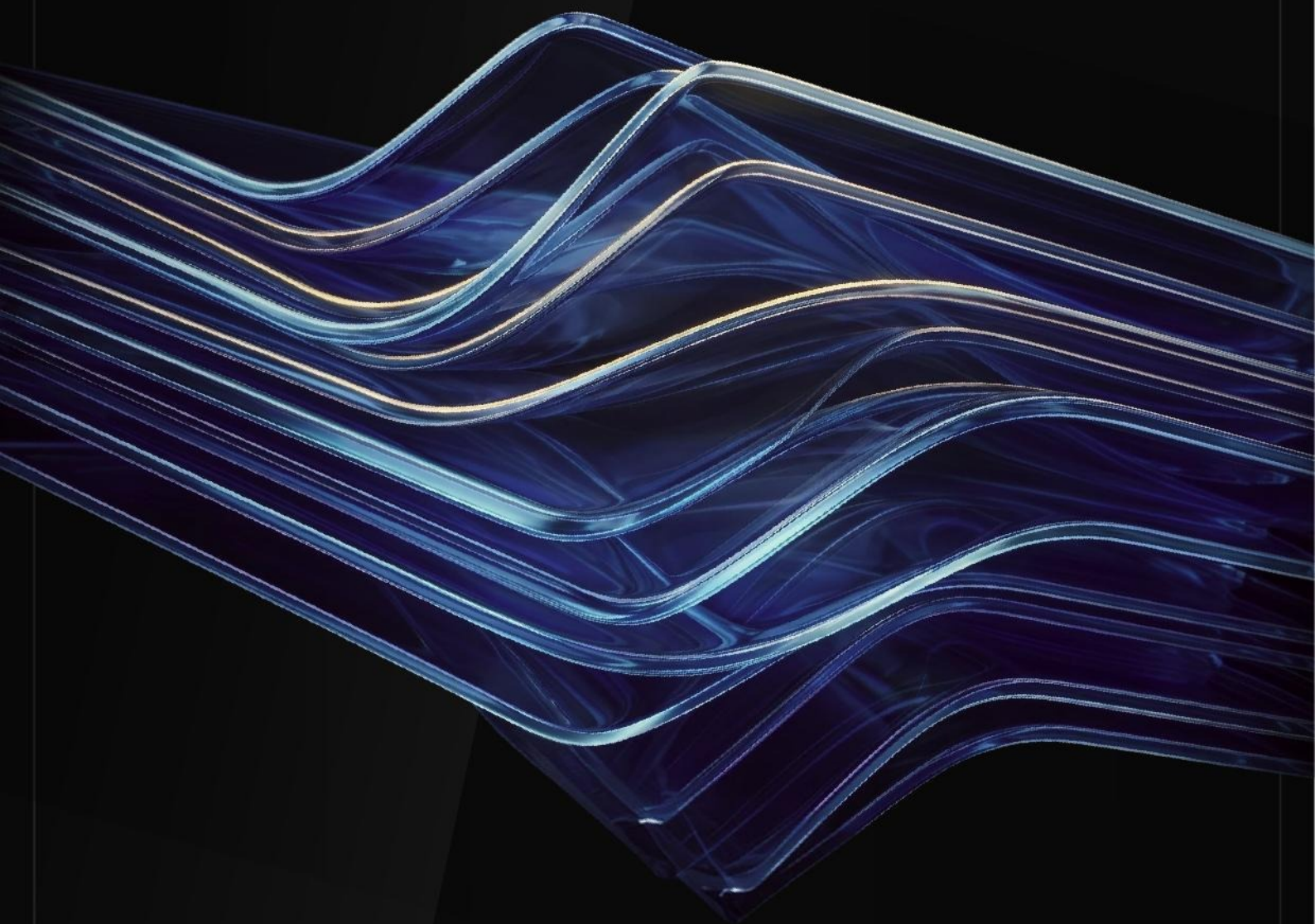


# The SEO checklist for websites that want to be found

Checklist · October 2026 · Marrallisa Kreijkes



## HOW TO USE THIS CHECKLIST

# Foundations first, polish last.

The checks are ordered by impact. A page that Google cannot crawl will never rank, however good the text is, so start with indexing and work down.

Tick what is already in place. Everything you leave open is your to-do list, in the right order. Most websites can do the first two sections in a week.

By **Marrallisa Kreijkes**, Founder of Viralistic and official n8n Ambassador

## 01 INDEXING AND CRAWLING

Can Google reach and store your pages?

- ☐ **Your site is verified in Google Search Console and Bing Webmaster Tools**  
Both are free. Without them you are guessing.
- ☐ **An XML sitemap is submitted and lists only pages you want in search**  
No redirects, no noindex pages, no 404s in the sitemap.
- ☐ **robots.txt does not block pages or files you want found**  
Check it at [yourdomain.com/robots.txt](#).
- ☐ **No important page carries a noindex tag by accident**  
Search Console, Pages report: look at 'Excluded by noindex tag'.
- ☐ **Every page has a self-referencing canonical tag with the full URL**
- ☐ **One version of your site: HTTPS, one host (with or without www), one trailing slash convention**
- ☐ **Redirects are a single 301 hop, and old URLs point to the closest live page**  
Not everything to the home page.
- ☐ **No broken internal links or 404 pages linked from your own site**

## 02 SPEED AND MOBILE

Does the page load fast and work on a phone?

- ☐ **Core Web Vitals are 'good' in field data**  
LCP within 2.5 seconds, INP under 200 milliseconds, CLS of 0.1 or less (PageSpeed Insights).
- ☐ **The layout works on a 375 px wide screen without sideways scrolling**

- ☐ Images are compressed, sized to their display size and served as WebP or AVIF
- ☐ Images and video below the fold load lazily; the main image loads first
- ☐ No heavy scripts or chat widgets block the first view

### 03 ON-PAGE

Does each page make clear what it is about?

- ☐ Each page serves one clear search intent and one main keyword
- ☐ A unique title tag of about 50 to 60 characters, keyword early
- ☐ A meta description that answers the search and earns the click
- ☐ One H1, with a logical H2 and H3 structure below it
- ☐ **The first paragraph answers the main question directly**  
This is also what AI answers quote.
- ☐ Short, readable URLs that describe the page
- ☐ Every meaningful image has descriptive alt text

### 04 CONTENT AND AUTHORITY

Is this the most useful page for the search?

- ☐ Content is written from real experience, with a named author and sources
- ☐ **The page answers the questions people actually ask**  
Use 'People also ask' and your own Search Console queries.
- ☐ Thin, outdated or overlapping pages are updated, merged or redirected
- ☐ Every important page gets at least one internal link from a related page
- ☐ Internal links use descriptive anchor text, not 'click here'
- ☐ **Links from other sites are earned, never bought**  
Paid links need rel="sponsored".

## 05 STRUCTURED DATA AND LOCAL

Can search engines read the facts about your business?

- ☐ Organization or LocalBusiness structured data matches what is visible on the page
- ☐ Structured data passes Google's Rich Results Test without errors
- ☐ Your Google Business Profile is complete: category, hours, photos, services
- ☐ Name, address and phone number are identical everywhere they appear online
- ☐ You ask happy clients for reviews and reply to every review

## 06 AI SEARCH

Can AI Overviews, ChatGPT and Copilot find and cite you?

- ☐ **Your main content and navigation are in the HTML, not loaded only by JavaScript**  
Many AI crawlers do not run JavaScript.
- ☐ **robots.txt allows the search crawlers you want to appear in**  
For example Googlebot, Bingbot and OAI-SearchBot.
- ☐ The facts about your business are consistent on your site, profiles and directories
- ☐ Pages answer questions in clear, self-contained paragraphs with sources
- ☐ You check the generative AI report in Search Console and Bing's AI Performance report

## 07 MEASURE

Do you know what search brings in?

- ☐ Enquiries, calls and sales are tracked as conversions in your analytics
- ☐ Every month you review queries, pages and clicks in Search Console
- ☐ You judge SEO on qualified enquiries, not on traffic alone
- ☐ You repeat this checklist every quarter and after every redesign or migration

# Any questions? Get in touch.



Scan to connect with Marrallisa on LinkedIn

Plan a strategic call: [calendly.com/marrallisa/30min](https://calendly.com/marrallisa/30min)

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