

SEO Checklist for Small and Mid-Sized Businesses

Use this checklist as a guide to optimize your website and improve your search engine visibility. Inspired by strategies used by top-performing New England brands like Wayfair, CVS Health, L.L. Bean, New Balance, and Ben & Jerry's, this resource is designed to help local businesses boost their digital presence.

1. Keyword Optimization

- ☐ Research and target long-tail keywords relevant to your business
- ☐ Include keywords naturally in page titles, meta descriptions, headers, and body content
- ☐ Optimize URLs with relevant keywords

2. On-Page SEO

- ☐ Create unique and descriptive title tags for each page
- ☐ Write compelling meta descriptions that encourage clicks
- ☐ Use H1, H2, and H3 tags properly to structure content

3. Technical SEO

- ☐ Ensure your site is mobile-friendly and responsive
- ☐ Improve page speed by optimizing images and reducing unnecessary code
- ☐ Install an SSL certificate (HTTPS)

4. Content Strategy

- ☐ Develop useful blog posts and product/service guides
- ☐ Encourage and display customer reviews
- ☐ Update outdated content regularly to keep it relevant

5. User Experience & Navigation

- ☐ Use simple, intuitive navigation menus
- ☐ Implement internal links to guide users through your site
- ☐ Add clear calls to action on key pages

6. Local SEO

- ☐ Claim and optimize your Google Business Profile

☐ Use local keywords and location pages where appropriate

☐ Encourage satisfied customers to leave Google reviews

7. Analytics & Monitoring

☐ Set up Google Analytics and Google Search Console

☐ Track keyword rankings and traffic sources regularly

☐ Adjust your SEO strategy based on performance data