The SEOglow Glow-Up Checklist

Your 15-minute tune-up for a local SEO boost

TITLE & META SETUP

[ ] Title tag includes your main keyword and city.

[ ] Meta description is compelling and under 160 characters.

[ ] Each page has a unique title and meta description.

CONTENT & STRUCTURE

[ ] H1 tag is present and includes the primary keyword.

[ ] Important keywords are used naturally in headings and paragraphs.

[ ] Images have descriptive ALT tags.

[ ] No duplicate content across the site.

MOBILE & SPEED

[ ] Mobile-friendly design (test on phone).

[ ] Loads in under 3 seconds (use PageSpeed Insights).

[ ] No popups or intrusive interstitials blocking the page.

LOCAL VISIBILITY

[ ] Google Business Profile is linked from your site.

[ ] Business name, address, and phone number are consistent.

[ ] Location/city is mentioned on key pages.

[ ] Embedded map is included on Contact page (optional).

TECHNICAL QUICK WINS

[ ] SSL Certificate is active (site loads on HTTPS).

[ ] Schema markup (Local Business or Service) is installed.

[ ] Contact form sends successfully and links to a Thank You page.

[ ] No broken links on the page.

FINAL TOUCHES

[ ] Links to your social media are working.

[ ] Reviews/testimonials are displayed.

[ ] Favicon is installed.

[ ] Call to action (CTA) appears on every page.

Need help checking any of these off?

Visit SEOglow.com/contact to schedule your free Local SEO Audit.