Get Found Online: Your 7-Step SEO Checklist

How do you get your business found on Google? From choosing the right keywords to preparing for AI-powered search, small improvements can make a big difference. Use this checklist to review your website and spot opportunities.

1. Create helpful content

Give visitors a reason to choose your website. Answer their questions, explain what you offer and focus on content that genuinely helps.

- [ ] **Write for people first**
  Use clear, natural language and answer common customer questions through FAQs, guides or blog posts.
- [ ] **Give every page a purpose**
  Focus each page on a clear topic, service or customer need.
- [ ] **Keep your content fresh**
  Review important pages regularly and update outdated information.

2. Use the right keywords

Think about what your customers actually type into Google, not just the words you'd use to describe your business.

- [ ] **Find relevant search terms**
  Use Google's suggestions, Google Keyword Planner and Google Trends to explore what people search for.
- [ ] **Think about search intent**
  Look for specific phrases that match what customers want, including services and locations.
- [ ] **Use keywords naturally**
  Include relevant terms in your page titles, headings and content without unnecessary repetition.

3. Get your on-page SEO right

Help search engines and visitors understand what each page is about with clear titles, descriptions and headings.

- [ ] **Write unique page titles and descriptions**
  Make page titles descriptive and inviting, with meta descriptions that summarise what visitors can expect.
- [ ] **Organise your headings**
  Give each page one main heading (H1), then use smaller headings (H2 and H3) to break up the content into clear sections.
- [ ] **Check URLs and image alt text**
  Keep web addresses short and readable, and add descriptions to meaningful images.

4. Improve the user experience

Make your website easy to explore, comfortable to use and fast enough to keep visitors around.

- [ ] **Keep navigation simple**
  Make your products, services, prices and contact details easy to find.
- [ ] **Make it mobile-friendly**
  Check that your text, images, menus and buttons work well on smaller screens.
- [ ] **Check loading speed**
  Use Google PageSpeed Insights to identify performance issues.
- [ ] **Add internal links**
  Connect relevant pages and guides to help visitors explore your website.

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5. Get found in local Google search

Help nearby customers discover your business and learn more about what you offer.

- [ ] **Set up your Google Business Profile**
  Claim or create your free listing, with accurate contact details, categories and opening hours.
- [ ] **Add genuine photos**
  Show your premises, products, team or completed work.
- [ ] **Encourage customer reviews**
  Ask for honest feedback and take time to respond to reviews.

6. Earn quality backlinks

Links from relevant, trustworthy websites can help search engines understand your website's authority and relevance.

- [ ] **Create content worth sharing**
  Publish helpful guides, original insights and resources that other websites might reference.
- [ ] **Explore directories and local relationships**
  Look for reputable listings and opportunities with suppliers, partners and community organisations.
- [ ] **Share your expertise**
  Contribute useful articles, insights or news to relevant publications.

Tip: Quality beats quantity. Avoid buying links or using schemes designed to manipulate search rankings.

7. Optimise your content for AI search

AI-powered search tools are changing how people discover information. Make your content easy to find, understand and reference.

- [ ] **Answer questions directly**
  Put the most useful information near the top of each page.
- [ ] **Make content easy to scan**
  Use descriptive headings, short paragraphs, lists and summaries to help visitors and AI tools understand your content.
- [ ] **Connect related topics**
  Build groups of relevant pages and link them together so visitors can explore subjects in more detail.

Tip: There's no guaranteed way to appear in AI-generated answers. Accurate, useful and well-organised content is the best place to start.

Keep building on what works

Small improvements can make a big difference. Keep your content helpful, your website up to date and your customers in mind.

Whatever comes next for your business, 123 Reg is here to help you make it happen.

