

DIY SEO Checklist for Business Owners

Search engine optimization does not require coding knowledge, expensive tools, or outside agencies. This checklist outlines practical steps you can take directly from your website editor and Google Business Profile to improve clarity, structure, and visibility.

- Use clear, specific page titles that include your service and location.
- Write helpful content that answers real customer questions.
- Add internal links between related pages on your website.
- Ensure your website is easy to read and navigate on mobile devices.
- Rename image files descriptively before uploading.
- Add meaningful alt text to every image.
- Keep service pages updated with accurate and current information.
- Publish helpful blog content consistently.
- Claim and fully complete your Google Business Profile.
- Encourage satisfied customers to leave reviews and respond professionally.

NOTES:

Need help taking this further? PPwix Website Services specializes in structured website development, performance optimization, and technical SEO foundations built for long-term growth.