The Free SEO Checklist

25 checks we run on every client website | JabranSEOExpert

Work through each section and tick what is already done. Anything unticked is costing you visitors - fix the technical items first, then local, then content. If you would rather have it done for you, the end of this checklist explains how we start every client engagement: with a free audit.

Technical SEO

- [ ] Every page loads fast on mobile (under 3 seconds)
- [ ] No broken links, redirect chains or crawl errors
- [ ] XML sitemap and robots.txt correct and submitted to Google
- [ ] HTTPS everywhere, with no mixed-content warnings
- [ ] Core Web Vitals (LCP, CLS, INP) in the green

On-Page SEO

- [ ] One clear target keyword per page - no page fights another
- [ ] Title tag 50-60 characters, keyword near the start
- [ ] Meta description under 160 characters that earns the click
- [ ] One H1 per page; H2/H3 in a logical order
- [ ] Images compressed, with descriptive file names and alt text

Local SEO

- [ ] Google Business Profile complete, verified and up to date
- [ ] Name, address and phone identical on every platform
- [ ] A steady flow of real reviews - and a reply to every one
- [ ] Citations consistent across the main directories
- [ ] Service and location pages that match local search intent

Content & Authority

- [ ] Every service page answers the questions customers ask
- [ ] Internal links join related services, guides and case studies
- [ ] Backlinks only from relevant, real websites - never bought in bulk
- [ ] Old content refreshed when prices, facts or offers change
- [ ] Contact details and a clear next step on every page

AI Search - GEO & AIEO

- [ ] Your business facts are identical everywhere AI looks
- [ ] FAQ sections written in plain, quotable answers
- [ ] Reviews and brand mentions across trusted platforms
- [ ] Structured data (schema) on services, FAQs and articles
- [ ]

Your brand named on the sites AI assistants learn from

Want us to run this audit for you - free?

Send your website on WhatsApp (+92 326 5368312) or email jabranseoexpert@gmail.com and we will go through all 25 checks on your site and send back what we find - what is hurting you, what to fix first, and what it would take. No obligation, no invented problems.