



Blackdown IT

Website & SEO Health Check

A detailed guide to see how your website is performing, where it could be improved, and why SEO matters for your business.

Introduction

This guide covers the five pillars of SEO: Technical, On-Page, Content, Local, and Authority. Each section includes checks you can perform on your own site. If it feels overwhelming — that's normal. SEO is deep, ongoing work, and this checklist is designed to show you both the opportunities and the complexity involved. If you'd prefer expert help, Blackdown IT is here to take the weight off your shoulders.

Technical SEO

- **Site speed:** Test with Google PageSpeed Insights & Core Web Vitals.
- **Mobile usability:** Is your site responsive across devices?
- **HTTPS:** Does your site use a secure certificate?
- **Crawlability:** Check robots.txt and submit an XML sitemap to GoogleSearch Console.
- **Indexation:** Review the Coverage report in Google Search Console.

Tip: Many small technical fixes have large SEO benefits.

On-Page SEO

- **Title tags:** unique, under 60 characters, include keywords.
- **Meta descriptions:** unique, under 155 characters, compelling CTA.
- **Heading hierarchy** (H1–H3).
- **Schema markup** (LocalBusiness, FAQ, Breadcrumb).
- **Image optimisation** (compression + alt tags).

Content Quality

- At least 500–1,000 words per key service page.
- Answer customer questions (use “People Also Ask” from Google).
- Freshness: last updated date matters.
- Blog strategy: consistent, niche-focused.
- Internal linking: every page should link to another.

Local SEO

- Google Business Profile optimised (photos, posts, reviews).
- NAP consistency (Name, Address, Phone) across web directories.
- Local backlinks (chambers of commerce, suppliers, associations).
- Embedded Google Map on your site.
- Reviews strategy (ask happy clients for reviews regularly).

Authority & Off-Site

- Quality backlinks > quantity.
- Social signals: LinkedIn / Facebook activity.
- PR / mentions in local press.
- Guest posting opportunities.
- Avoid toxic backlinks (use GSC to audit).

SEO Tools Checklist

A quick “toolbox” with links to:

- Google Search Console
- Google Analytics
- PageSpeed Insights
- Screaming Frog SEO Spider
- Moz / Ahrefs / SEMrush (if advanced)

The “Reality Check”

If you ticked everything here, you’re in rare company. Most business owners get bogged down quickly. The truth is, SEO is ongoing — not a one-time job. If this feels like a lot, you’re not alone. That’s why clients trust me to handle it while they focus on running their business.

👉 *Want me to run a **FREE personalised SEO Health Check** (with action steps you can actually use)?*

Request Yours Here By Clicking This Very Link

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