

The On-Page SEO Checklist *for small business sites*

Eight fixes, in the order that actually moves the needle, so you can rank without hiring an agency. No tools required, field-tested.

8

FIXES THAT MATTER

0

PAID TOOLS NEEDED

4–12

WEEKS TO SEE MOVEMENT

WORK TOP TO BOTTOM — ORDERED BY EFFORT VS IMPACT

QUICK WINS • DO THESE FIRST

- 01 ☐ **Title tag under 60 characters, keyword near the start**
This is the blue link people see in Google. Write it for a human deciding whether to click, not just the algorithm.
- 02 ☐ **Meta description under 155 characters, with a reason to click**
Doesn't affect ranking directly, but it's your pitch in the results. An unwritten one means Google picks a random sentence instead.

STRUCTURE • DO THESE NEXT

- 03 ☐ **One H1 per page, clear H2s and H3s underneath**
A reader scanning for three seconds should know what the page covers just from the headings.
- 04 ☐ **URL is short, lowercase, hyphenated, keyword included**
Drop stop words like "the," "a" and "and." Simple URLs are easier for Google and readers to understand.
- 05 ☐ **Internal links to relevant pages, with descriptive anchor text**
Link blog posts to related service pages using real phrases, not "click here." Helps Google map your site.

DEPTH • DO THESE ONCE THE BASICS ARE LIVE

- 06 ☐ **Content answers the search intent near the top of the page**
Length isn't the goal. Fully answering the question, without making the reader hunt for it, is what performs.
- 07 ☐ **Every image has descriptive alt text**
Helps image search find you, and helps screen readers describe your images to visually impaired visitors.
- 08 ☐ **Images compressed, unnecessary plugins removed, speed checked**
A slow page loses visitors before they see your content. One of the few factors Google measures directly.

Check Google Search Console monthly, not daily

Look at the specific pages you've changed. Average position moving up, with impressions holding steady or climbing, is the signal to watch. On-page changes typically take four to twelve weeks to show a measurable shift.

High impressions, zero clicks usually means the title or meta description isn't earning the click

It's rarely a sign the whole page has failed. Go back to items 01 and 02 first.

Don't duplicate this checklist across near-identical pages

If two or three pages are chasing the same search intent, consolidate into one strong page instead of spreading the signal across several thin ones.

Want someone to look at *your* site specifically?

This checklist covers the fixable basics. Get in touch and share your website, and I'll tell you exactly which of these fixes it actually needs, no guesswork, no generic audit.

PHONE [+44 7404 475481](tel:+447404475481)

EMAIL shweta@growwdigitaly.com

SERVICES growwdigitaly.com/search-engine-optimisation-services

CONTACT PAGE growwdigitaly.com/contact-us