

Example: SEO checklist of an online coffee shop

A fictional shop selling coffee gear in English and German, checked with the tools in the third column.

Can Google find you

#	What you check	How you test it	Status	Note
1	Your pages are in Google	Search Console, Pages	OK	212 of 230 indexed
2	No noindex or robots.txt block on pages that should rank	vbsmarketing.eu/en/tools/seo-checker	To do	Filter pages blocked, product pages fine
3	A sitemap.xml, submitted, listing only pages that exist	Search Console, Sitemaps	OK	
4	One address per page: https, with or without www, canonical to itself	vbsmarketing.eu/en/tools/seo-checker	To do	Product variants each have their own URL

Does every page say what it is about

#	What you check	How you test it	Status	Note
5	One search term per page, never two pages on the same term	Your own keyword list	OK	
6	Title with the search term first, about 50 to 60 characters	vbsmarketing.eu/en/tools/serp-preview	To do	Category titles start with the shop name
7	Meta description that answers the question, about 120 to 155 characters	vbsmarketing.eu/en/tools/serp-preview	To do	Empty on 40 products
8	One H1 with the search term, subheadings that follow the searcher's questions	vbsmarketing.eu/en/tools/seo-checker	OK	
9	The answer is in the first paragraph	Read it	OK	

Fast and usable

#	What you check	How you test it	Status	Note
10	Core Web Vitals green: LCP under 2.5 s, INP under 200 ms, CLS under 0.1	vbsmarketing.eu/en/tools/website-speed-test	To do	CLS 0.21 from the cookie banner
11	Images in WebP or AVIF, sized, with alt text that says what is on them	vbsmarketing.eu/en/tools/seo-checker	OK	
12	Readable on a phone without zooming or sideways scrolling	Your own phone	OK	

Links and trust

#	What you check	How you test it	Status	Note
13	Every important page gets links from at least three other pages	Search Console, Links	OK	
14	No broken links (404) and no redirect chains	Search Console, Pages	To do	Old blog links to deleted products
15	Contact details, address and company number visible	Read it	OK	
16	Google Business Profile complete, same name, address and phone as the site	Google Business Profile	N/A	Online only

Extra layers

#	What you check	How you test it	Status	Note
17	Structured data (Product, Organization) without errors	Google Rich Results Test	OK	
18	Multilingual: hreflang between language versions, each language its own URL	vbsmarketing.eu/en/tools/seo-checker	To do	German pages point to English as canonical
19	AI crawlers may read if you want to appear in AI answers	vbsmarketing.eu/en/tools/ai-crawler-checker	OK	
20	Search Console connected; check impressions, clicks and positions every month	Search Console, Performance	OK	

SEO checklist for your own site

Twenty checks in the order that pays off most. Start at the top: a page Google cannot find gains nothing from a better title.

Can Google find you

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1	Your pages are in Google	Search Console, Pages	☐
2	No noindex or robots.txt block on pages that should rank	vbsmarketing.eu/en/tools/seo-checker	☐
3	A sitemap.xml, submitted, listing only pages that exist	Search Console, Sitemaps	☐
4	One address per page: https, with or without www, canonical to itself	vbsmarketing.eu/en/tools/seo-checker	☐

Does every page say what it is about

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6	Title with the search term first, about 50 to 60 characters	vbsmarketing.eu/en/tools/serp-preview	☐
7	Meta description that answers the question, about 120 to 155 characters	vbsmarketing.eu/en/tools/serp-preview	☐
8	One H1 with the search term, subheadings that follow the searcher's questions	vbsmarketing.eu/en/tools/seo-checker	☐
9	The answer is in the first paragraph	Read it	☐

Fast and usable

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11	Images in WebP or AVIF, sized, with alt text that says what is on them	vbsmarketing.eu/en/tools/seo-checker	☐
12	Readable on a phone without zooming or sideways scrolling	Your own phone	☐

Links and trust

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20	Search Console connected; check impressions, clicks and positions every month	Search Console, Performance	☐