

SEO Checklist for Your Company Website

The essentials for better visibility on Google, ready to tick off

This checklist is for business owners and marketing managers who look after their company website. It covers the fundamentals that decide whether people find you on Google. Every item is a concrete task you can complete yourself or hand over to your agency.

Technical basics

- ☐ Check whether Google can find your website.
Type site:your-domain.at into Google search and see if your key pages show up.
- ☐ Make sure no important page is set to noindex or blocked in robots.txt.
- ☐ Set up Google Search Console for your domain.
The tool is free and the most important data source for your SEO work.
- ☐ Provide an XML sitemap and submit it in Google Search Console.
- ☐ Verify that the whole site runs on HTTPS and that old HTTP addresses redirect automatically.
- ☐ Test the loading speed of your key pages with Google PageSpeed Insights.
Oversized images are the most common culprit. Compress those first.
- ☐ Open your website on a phone and check readability, navigation and contact options.
- ☐ Make sure every page is reachable under exactly one address.
Either with www or without, but not both.

On-page: titles, copy, structure

- ☐ Decide which search term each key page should target.
Think about what your customers actually type into Google. That is often different from your own industry wording.
- ☐ Give every page its own title tag containing the main search term.
The title is the clickable headline in the search result. The company name alone or 'Home' is not enough.
- ☐ For every important page, write a unique meta description that makes people want to click.
- ☐ Give every page one clear main heading (H1) and structure longer texts with subheadings.
- ☐ Check that each page answers the question visitors arrive with.
Someone searching for prices wants to see prices, not your company history.
- ☐ Link related pages to each other internally.
- ☐ Add meaningful alt text to your images.

Local visibility

- ☐ Claim your Google Business Profile and fill it in completely.
Category, opening hours, photos, services and the link to your website all belong there.
- ☐ Make sure your company name, address and phone number are written identically everywhere.
On your website, in your Google profile, in business directories and on social media.
- ☐ Actively ask happy customers for a Google review, without offering discounts or gifts in return.
- ☐ Reply to reviews, including critical ones.
- ☐ Mention your region on the website if you want to win local customers.
For example 'plumber in Innsbruck' instead of just 'plumber'.
- ☐ List your business in relevant directories such as the WKO Firmen A-Z or Herold.
Also ask partners, suppliers or local clubs to link to your website. Links from other sites are still an important signal to Google that your site is relevant.

Content and trust

- ☐ Use blog articles to answer the questions customers actually ask you day to day.
- ☐ Make it visible who is behind your content.
Named authors with their qualifications and an honest 'About us' page.
- ☐ Go through your key pages twice a year and update anything that is out of date.
- ☐ Rework or delete pages with duplicate or outdated content.

Measure and keep at it

- ☐ Check Google Search Console regularly to see which pages are indexed and where errors are reported.
- ☐ Look at which search terms actually bring visitors and build on those topics.
- ☐ Pick a handful of search terms and track how they perform each month.

SEO is ongoing work rather than a one-off project. If you would like support with any of these points, Frankford's IT-Solutions in Innsbruck is happy to help, as SEO is a standard part of our web development work.