

# SEO FROM ZERO CHECKLIST

START WITH THE RIGHT FOUNDATION

A practical, no-fluff checklist for building a website that can earn relevant traffic, leads, and long-term visibility.

**HOW TO USE IT** Work through each box. Fix the foundations before expecting more traffic to create more business.

## 01 Set the direction

- ☐ Define your main product or service and the action you want visitors to take.
- ☐ Write down your ideal customer, their problem, and why they should choose you.
- ☐ Choose one clear conversion goal: enquiry, call, booking, quote, or sale.

## 02 Research real searches

- ☐ List the questions, services, and problems customers actually search for.
- ☐ Check the Google results to confirm whether people want a guide, service page, comparison, or tool.
- ☐ Map one primary search intent to each important page.

## 03 Build your core pages

- ☐ Create clear pages for your main services or products - not one generic catch-all page.
- ☐ Add strong About, Contact, privacy, terms, and other trust pages.
- ☐ Make the next step obvious with a relevant CTA on every key page.

## 04 Get on-page basics right

- ☐ Write a unique title tag, H1, and introduction that match the page intent.
- ☐ Use headings, concise paragraphs, visuals, and FAQs to make pages easy to scan.
- ☐ Answer the main question clearly before adding supporting detail.

## 05 Check technical health

- ☐ Set up Google Search Console and Google Analytics before you start measuring results.
- ☐ Submit an XML sitemap and confirm important pages can be crawled and indexed.
- ☐ Check mobile usability, HTTPS, broken links, redirects, page speed, and layout stability.

## 06 Publish useful content

- ☐ Create supporting articles around the questions people ask before they buy.
- ☐ Build topic clusters instead of publishing disconnected blog posts.
- ☐ Add real examples, clear advice, and helpful visuals - not thin keyword pages.

## 07 Connect pages with purpose

- ☐ Link guides to the relevant service, product, or pillar page using natural anchor text.
- ☐ Link key pages from your navigation and related content so they are never isolated.
- ☐ Review older pages when you publish something new and add the right connections.

## 08 Measure and improve

- ☐ Track impressions, clicks, rankings, leads, and conversions - not traffic alone.
- ☐ Improve pages with visibility but weak clicks, engagement, or conversion performance.
- ☐ Refresh winning content, fix gaps, and keep building where demand already exists.

### Want to know what is holding your website back?

Request a free manual SEO audit from Muhammad Daniyal at [tyftech.co/free-seo-audit/](https://tyftech.co/free-seo-audit/)