

2025 SEO Basics Checklist



Search keeps evolving, but SEO fundamentals haven't gone away. In 2025, the key is knowing which basics move the needle and which are just noise. Use this checklist to make sure your site is on solid ground.

On-Page SEO

- Title Tags & Meta Descriptions:** Unique, keyword-aligned, written for humans first.
- Headings (H1, H2, H3):** Clear structure, one H1 per page, keywords used naturally.
- Content Quality:** Written for people, not bots. Make it useful, engaging, and updated regularly.
- Internal Linking:** Connect related pages to help users (and Google) navigate.
- Image Optimization:** Descriptive alt text, compressed files for speed.

Technical SEO

- Mobile-Friendly:** Responsive design tested on multiple devices.
- Core Web Vitals:** Fast load times, stable layouts, smooth interactions.
- Crawlability:** Check for broken links, orphan pages, and robots.txt issues.
- Indexing:** Only important pages should be indexed. Clean up duplicates.
- HTTPS Everywhere:** Security is non-negotiable.

Off-Page SEO

- Backlink Quality > Quantity:** Focus on reputable, relevant sources.
- Local Listings:** Keep your Google Business Profile accurate and up to date.
- Reputation Signals:** Encourage reviews, testimonials, and brand mentions.
- Social Proof:** Active, authentic engagement across your key channels.

Measurement & Monitoring

- Google Search Console:** Track queries, fix errors, monitor indexing.
- GA4 & Analytics:** Measure traffic, engagement, and conversions (not just rankings).
- Rank Tracking:** Follow your target keywords and watch for AI search visibility.
- Regular Audits:** Set a quarterly SEO health check as a standing task.

Pro Tip: Don't chase every shiny new SEO hack. Nail these basics first. They are the foundation that makes advanced tactics like AI search optimization, schema, and content scaling actually work.

Let's Take It Further

- ✓ Optimized product pages = better visibility, more conversions, and stronger brand trust.
- ✓ Need help auditing or upgrading your product SEO? We do this every day at ScaledOn, and we're here to help you stay ahead of the next update.

Book a free audit or consult here: sales@scaledon.com