



# THE DIY SEO CHECKLIST

Identifying “zombie pages” & technical gaps holding your business back.

## Visibility & Structure (The “Zombie Page” Audit)

- Identify Low-Performers**  
Login to Google Search Console and find pages with zero impressions over the last 90 days.
- Check Your Index**  
Search site:yourwebsite.com in Google. If results exceed your real page count, you may have dead weight content.
- Heading Tag Hierarchy**  
Ensure every page has exactly one [H1] tag containing your primary keyword.
- Sub-heading Optimisation**  
Use [H2] and [H3] tags to structure content and include secondary keywords for better search understanding.
- Metadata Review**  
Ensure every page has a unique meta title & description. Duplicate metadata confuses search engines.

## Performance & “Quick-Win” Technical Check

- Mobile Responsiveness**  
View your site on multiple mobile devices. If menus overlap or text is hard to read, this creates a poor user experience and negatively impacts your search rankings.
- SSL Status**  
Ensure your site displays the padlock icon. Unsecured sites (HTTP) are seen as insecure penalised in modern search rankings.
- Image Weight**  
Check if your images are over 200KB. Heavy images are the #1 cause of slow mobile load times. Images should be optimised to reduce file size without losing quality.
- Broken Links**  
Review your main navigation and footer for “404 Not Found” errors, which signal a poor user experience.

## The E-E-A-T & User Intent Check

- Author Authority**  
Does your content highlight your team’s specific credentials, experience, and expertise?
- NAP Consistency**  
Ensure your Business Name, Address, and Phone Number are consistent in the footer to establish professional trust.
- Keyword Intent**  
Does your homepage answer your customer’s primary question in the first 5 seconds? If not, users (and Google) will bounce.
- Content Freshness**  
If your news or blog section has not been updated for months, search engines may see the site as stagnant.

## Tracking & Accessibility Audit

- Google Analytics 4**  
Verify that your GA4 tag is firing correctly across all pages so visitor behaviour, events, and conversions are being tracked accurately.
- Google Search Console**  
Ensure your site is verified and you are monitoring for manual actions or crawl errors.
- Accessibility Basics**  
Ensure your site is accessible to all users, including those with disabilities, as this is now a significant ranking factor.
- Conversion Points**  
Test every contact form and enquiry point. If submissions are not reaching you, valuable leads may be lost.

## When to Call the Pros at Arvo Agency

If you’re unable to audit your site with our checklist, we can do it for you. Or if you’ve ticked these boxes and traffic is still stagnant, the issue is likely deeper in your site’s architecture. At Arvo, we offer comprehensive Website Audits and UI/UX Reviews to identify problem areas and provide actionable recommendations for growth.

Book a 30-Minute Strategy Session

by visiting [arvo.agency/book-a-call](https://arvo.agency/book-a-call)