

Your New Website SEO Checklist

Questions to ask your development agency before the project starts

Most websites launch without a single conversation about SEO. The design looks great, the dev team ships on time, and then the traffic doesn't follow. The answer is almost always the same: SEO was never part of the build.

Use this checklist in your project kickoff to make sure that doesn't happen to you.

Existing SEO Equity

- Will someone audit our current site's rankings and traffic before we migrate to the new one?
- How will you handle redirects for all existing URLs, especially ones that have backlinks or ranking history?
- Who is responsible for mapping old URLs to new ones and making sure nothing gets lost?

Content Strategy

- Is keyword research being done before we finalize the site architecture and page structure?
- Who is writing the content, and do they have SEO guidance to work from?
- Are we creating dedicated pages for the things we actually want to rank for, or is everything crammed onto a few general pages?

Technical SEO Foundations

- Will the site have a logical, crawlable heading structure – H1, H2, H3 used correctly, not just for aesthetics?
- Will each page have unique, optimized title tags and meta descriptions?
- Is structured data (schema markup) being implemented, and which types are relevant for our business?
- How will image alt text be handled across the site?
- Will canonical tags be set up correctly to avoid duplicate content issues?
- Is the site being built with clean URL structures?

Performance & Indexability

- ✓ What is the plan for Core Web Vitals — page speed, visual stability, and interactivity? Will the site be mobile-first?
- ✓ Will Google Search Console and Analytics be set up before launch, not after?
- ✓ Will an XML sitemap be generated and submitted at launch?
- ✓ Is the robots.txt file being configured correctly so nothing important gets accidentally blocked?

Launch Plan

- ✓ Is there a pre-launch SEO checklist that gets signed off on before the site goes live?
- ✓ Will there be a post-launch monitoring period to catch any drops in traffic or crawl errors?
- ✓ Who is responsible for SEO after launch? If no one owns it, no one does it.

Not sure how to answer some of these? That's exactly what a Trebletree pre-launch SEO audit is for.

Don't Let a Great Website Go Undiscovered

[Trebletree.co/better-seo-audits](https://trebletree.co/better-seo-audits)

We've seen what happens when SEO is part of the plan from the beginning, and we've seen what happens when it isn't. The difference is significant. You're already doing the hard work of building something great — let's make sure the right people can actually find it.