

THE ULTIMATE SEO CHECKLIST FOR AUSTRALIAN BUSINESSES

2026 Edition

Prepared by:
EXEVE Digital Solutions
www.exeve.global

TECHNICAL SEO

Mobile Optimisation

- ☐ Site loads under 3 seconds on mobile
- ☐ Text readable without zooming
- ☐ Buttons/links thumb-friendly (48x48px minimum)
- ☐ Forms work seamlessly on mobile
- ☐ Navigation is mobile-friendly
- ☐ Passed Google Mobile-Friendly Test

Core Web Vitals

- ☐ LCP under 2.5 seconds
- ☐ FID under 100 milliseconds
- ☐ CLS under 0.1
- ☐ Using Australian hosting or CDN
- ☐ Images optimised and compressed
- ☐ JavaScript and CSS minimised

Security & Structure

- ☐ HTTPS installed and working
- ☐ All HTTP redirects to HTTPS
- ☐ URLs clean and descriptive

- ☐ XML sitemap submitted to Google Search Console
- ☐ Robots.txt configured correctly
- ☐ No broken links or 404 errors
- ☐ Site architecture within 3-click depth

LOCAL SEO

Google Business Profile

- ☐ Profile claimed and verified
- ☐ Business information 100% accurate
- ☐ Most specific category selected
- ☐ Compelling description with keywords
- ☐ High-quality photos uploaded (10+)
- ☐ Actively collecting reviews
- ☐ All reviews responded to
- ☐ Weekly posts/updates published
- ☐ Business hours accurate
- ☐ Services/products listed

Citations & Directories

- ☐ NAP consistent everywhere
- ☐ Listed on True Local
- ☐ Listed on Yellow Pages Australia
- ☐ Listed on Hotfrog Australia
- ☐ Listed on Start Local
- ☐ Listed on industry directories
- ☐ Google Map embedded on website

Location Content

- ☐ Dedicated pages for service areas
- ☐ Local landmarks mentioned
- ☐ Suburb-specific unique content
- ☐ Local testimonials featured

ON-PAGE SEO

Page Elements

- ☐ Unique title tags under 60 characters
- ☐ Meta descriptions 150-160 characters
- ☐ One H1 with primary keyword
- ☐ Logical H2/H3 structure
- ☐ Keyword in first paragraph
- ☐ Minimum 800 words per commercial page
- ☐ Australian spelling throughout
- ☐ Images have descriptive alt text
- ☐ 3-5 internal links per page
- ☐ Clear call-to-action present

Schema Markup

- ☐ LocalBusiness schema added
- ☐ Product schema (if applicable)
- ☐ FAQ schema implemented
- ☐ Review/Rating schema added
- ☐ Article schema on blog posts
- ☐ Tested with Rich Results Test

CONTENT STRATEGY

Content Quality

- ☐ Addresses Australian-specific needs
- ☐ References local organisations
- ☐ Uses Australian terminology
- ☐ Answers customer questions
- ☐ Provides genuine value
- ☐ Updated regularly (annually minimum)
- ☐ Includes visual elements

Content Types

- ☐ How-to guides published
- ☐ Service/product pages detailed
- ☐ Case studies featured
- ☐ Location-based content created
- ☐ Industry news shared
- ☐ FAQ sections on key pages

LINK BUILDING

Australian Links

- ☐ Links from .com.au domains
- ☐ Listed in industry associations
- ☐ Featured in local publications
- ☐ Guest posts on AU websites
- ☐ Local business partnerships
- ☐ No paid or spammy links

Linkable Assets

- ☐ Original research published
- ☐ Comprehensive guides created
- ☐ Visual content (infographics)
- ☐ Shareable resources available

MONITORING

Monthly Tasks

- ☐ Google Search Console reviewed
- ☐ Keyword rankings tracked

- ☐ Analytics traffic analysed
- ☐ Core Web Vitals checked
- ☐ Competitor movements tracked

Quarterly Tasks

- ☐ Comprehensive site audit
- ☐ Underperforming content updated
- ☐ New backlinks acquired
- ☐ Mobile experience tested
- ☐ Conversion rates reviewed

Annual Tasks

- ☐ Full technical SEO audit
- ☐ Keyword research refresh
- ☐ Competitor analysis conducted
- ☐ Content strategy updated
- ☐ Schema markup reviewed

PRIORITY LEVELS

CRITICAL → Complete Week 1 (directly impacts rankings)

HIGH → Complete Month 1 (important for SEO success)

MEDIUM → Complete Month 2-3 (valuable but not urgent)

LOW → Complete Month 3+ (nice to have)

ESSENTIAL SEO TOOLS

Testing:

- Google Mobile-Friendly Test
- Google PageSpeed Insights
- Google Rich Results Test

Monitoring:

- Google Search Console
- Google Analytics

Local SEO:

- Google Business Profile

Directories:

- True Local (truelocal.com.au)
- Yellow Pages Australia
- Hotfrog Australia

Analysis:

- Screaming Frog (technical audits)
 - Ahrefs (backlinks)
 - SEMrush (competitors)
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NEED PROFESSIONAL SEO HELP?

EXEVE Digital Solutions offers complete SEO services for Australian businesses:

- ✓ Technical SEO Audits & Fixes
- ✓ Local SEO & Google Business Optimization
- ✓ Content Strategy & Creation
- ✓ Link Building Campaigns
- ✓ Keyword Research & Analysis
- ✓ Monthly Reporting & Analytics

Contact EXEVE:

Website: www.exeve.global

Email: ramesh@exeve.global