

2025 SEO Optimization Checklist

Content & Expertise

- Content is genuinely helpful and solves user intent
- Author or business credentials are clearly mentioned
- Content includes original research or unique POV
- FAQs and headings structured for AI snippet eligibility

Speed & Experience

- Site loads under 2.5 seconds (mobile & desktop)
- No layout shift; all images are size-defined or lazy loaded
- Responsive on all screen sizes (mobile first design)
- Core Web Vitals (LCP, CLS, INP) meet Google's thresholds

Technical & Schema

- Structured data (schema.org) is implemented for key content types
- Semantic HTML5 tags used properly (article, header, footer)
- Pages are HTTPS secure and privacy compliant
- No intrusive popup or auto playing content

AI & Search Visibility

- Content designed for Search Generative Experience (SGE) with clear answers
- Meta tags are concise and aligned with content purpose
- Alt text is present for all important images
- Sitemap.xml and robots.txt files are up-to-date

Trust & Authority

- About, Contact, and Author pages are visible
- External sources and citations used where appropriate
- Content reflects EEAT principles (Experience, Expertise, Authority, Trust)
- Site has consistent presence across web profiles (LinkedIn, Crunchbase, etc.)