On-Page SEO Oversight Checklist for Construction Executives

13 Ways to Ensure Your Website is Optimized to Rank Higher and Win More Jobs

Is Your Website Costing You Leads? Use This 13-Step SEO Checklist to Find Out.

- ☐ **1.** Confirm Keyword phrases are being used in the URLs.
- ☐ **2.** Ensure each page includes the Keyword phrase in the Title tag.
- ☐ **3.** Ask your team if they're using the main Keyword in the (H1) main heading.
- ☐ **4.** Review how headings (H2—H6) are being used to support keyword strategy.
- ☐ **5.** Make sure each page has a unique Meta Description with the focus keyword.
- ☐ **6.** Verify that every page includes at least one compressed image for faster load time.

- ☐ **7.** Confirm images are tagged with keyword-rich Alt Text.
- ☐ **8.** Ensure Keyword phrase are repeated naturally in content at least 2—3 times
- ☐ **9.** Check that the first paragraph introduces the main keyword.
- ☐ **10.** Ask your team if they're reinforcing keywords at the end of the content.
- ☐ **11.** Make sure **Bold formatting** is used for important Keywords (not just styling).
- ☐ **12.** Review internal links — do they lead to other relevant service pages using varied keywords?
- ☐ **13.** Verify there's at least one external link per page (using different keyword) to boost trust signals.

Need help applying this? Book a free 30-min review & get expert feedback + a spot in our next strategy session.