

Your Weekly SEO Checklist

Print this checklist and keep it by your desk! Set aside just one hour a week to keep your SEO fresh, relevant, and working for your business.

✓ Check Your Google Business Profile (5–10 min)

- ☐ Make sure hours and info are still accurate
- ☐ Add a fresh photo (a product, your team, or the storefront)
- ☐ Respond to any new reviews

✓ Post on Social Media (15 min)

- ☐ Share a recent blog, event, or tip
- ☐ Include a link to your website when possible
- ☐ Use local hashtags (e.g., #ElkoNewMarket, #SupportLocalMN)

✓ Add or Update Website Content (15–20 min)

- ☐ Write a quick blog post or update an existing one
- ☐ Add an FAQ or testimonial to a page
- ☐ Double-check for typos, broken links, or missing info

✓ Ask for a Review (5 min)

- ☐ Text or email one happy customer and kindly ask for a Google review
- ☐ Use a short link to your review page to make it easy

✓ Check Your Website Traffic (10 min)

- ☐ Use a free tool like Google Analytics or Google Search Console
- ☐ Look at which pages get the most views and what keywords people are using to find you