

Monthly SEO Health-Check Checklist

The DIY version of our automated monthly check-in — five minutes, once a month, so nothing quietly decays.

Almost nothing in SEO is hard to do once. What's hard is noticing when something that was fine has quietly stopped being fine — a review left unanswered, a page that got slow, a directory listing that drifted out of sync. This is a five-minute monthly pass to catch that early.

- ☐ Posted to Google Business Profile at least once this month
- ☐ Every new review replied to within 48 hours
- ☐ No new negative-review cluster (2+ negative reviews in a short window)
- ☐ Core Web Vitals / site speed still green (check via PageSpeed Insights)
- ☐ No new broken links or 404s on key pages
- ☐ Spot-checked 2-3 directories for NAP drift
- ☐ Re-ran 2-3 prompts from the AI Visibility Self-Check Kit
- ☐ Quick look at the named competitor from your Snapshot Worksheet

Monthly log

Month	Date checked	Issues found	Fixed?
Month 1			
Month 2			
Month 3			
Month 4			
Month 5			
Month 6			
Month 7			
Month 8			
Month 9			
Month 10			
Month 11			
Month 12			