

# Torino SEO Checklist — 30 priority items

The list we run on every new Torino client. Work through it in order: the first 10 items deliver 80% of the result.

## 1. Technical SEO (the foundation)

- HTTPS active on all pages, HTTP 301 redirects to HTTPS
- robots.txt present and does not block critical resources (JS/CSS)
- Fresh XML sitemap submitted in Google Search Console
- Core Web Vitals: LCP < 2.5s, INP < 200ms, CLS < 0.1 (mobile + desktop)
- Images compressed to WebP with descriptive alt attribute
- Correct canonical tag on every page, no indexable duplicates
- Structured data LocalBusiness + Organization validated in Rich Results Test

## 2. Google Business Profile (Local SEO)

- GBP verified, specific primary category (not "General services")
- NAP identical on site, GBP, Facebook, Yelp, PagineGialle
- At least 10 quality photos: interior, exterior, staff, products
- At least 20 reviews with public responses (both positive AND negative)
- Weekly GBP posts on offers, news, local events
- Correct attributes: hours, services available, payment options

## 3. On-page (the "money" pages)

- Title tag < 60 chars with main keyword + benefit + brand
- Meta description < 155 chars with clear CTA
- One H1 per page, main keyword in H1 in a natural way
- Content > 800 words for competitive pages, > 300 for service landings
- FAQ section with schema markup on key pages
- Internal linking: every money page receives at least 3 internal links
- CTA visible above the fold + at end of page

## 4. Content and keywords

- Editorial plan with 2-4 in-niche articles per month
- Keywords mapped to intent (informational, navigational, commercial, transactional)
- Hyper-local content by neighborhood (Centro, San Salvario, Crocetta, ...)
- Quarterly refresh of main pages (freshness signal)

## 5. Link building

- Backlinks only from Italian domains with DA 30+ and verified organic traffic
- Zero PBN, zero link farms, zero over-optimized anchors
- At least 5 local citations on trusted Torino directories
- Monthly backlink profile monitoring with disavow when needed

## 6. Analytics and monitoring

- GA4 + Search Console connected, conversion goals tracked
- Monthly report: top-10 keywords, average position, organic CTR, conversions
- Full technical audit every quarter (crawl with Screaming Frog or similar)

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