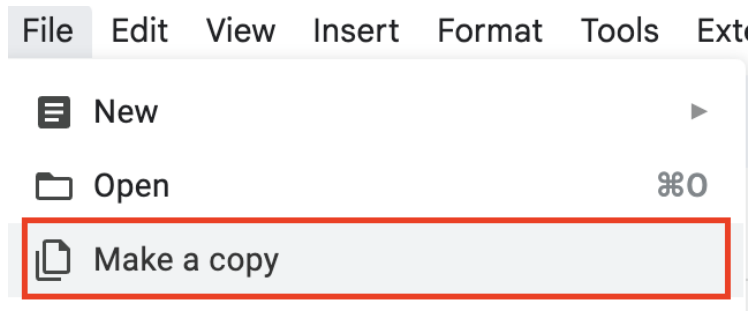


Webflow SEO Checklist

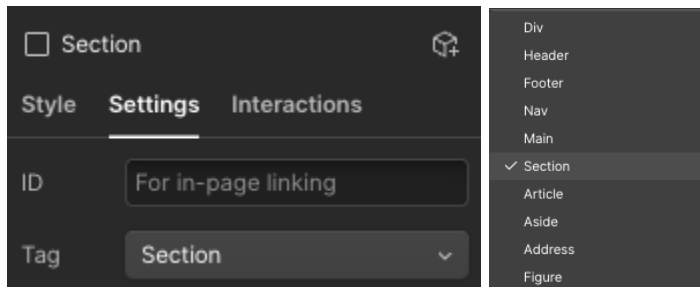
Updated on July 2024 by schemaflow.app

Duplicate [editable file](#) (File > Make a copy)



Essentials

- ☐ Use semantic HTML5's tags



- ☐ Follow H1-H6 heading hierarchy
- ☐ Maximum one H1 per page
 - ☐ Summary of site's content
 - ☐ Include a keyword in H1
- ☐ Use descriptive and meaningful copy across entire website
- ☐ Include important keywords across the site
- ☐ Use simple and descriptive URL slugs (e.g. schemaflow.app/pricing)

Project Settings

General

- ☐ Favicon and Webclip are set
- ☐ Language code is set
- ☐ Time zone is set

Publishing

- ☐ WWW is the default domain

 **schemaflow.app**
Connected •  Published an hour ago

 **www.schemaflow.app** Default
Connected •  Published an hour ago

- ☐ Advanced publishing options

☒ On | Enable SSL

☒ On | Minify HTML

☒ On | Minify CSS

☒ On | Minify JS

SEO

- ☐ Webflow subdomain indexing is OFF

Webflow subdomain indexing

☐ Off | Indexing of <https://schemaflow-dev.webflow.io> is **disabled**

- ☐ Auto-generate sitemap ON

Auto-generate sitemap

☒ On | Automatically update sitemap.xml when site is published.

- ☐ Update robots.txt

robots.txt

```
User-agent: *  
Disallow:
```

User-agent: *
Disallow:

Website

- ☐ Every page has Title Tag (50-60ch)

Title Tag ?
Schema Flow - Create and Manage Structured Data in Webflow

- ☐ Summary of site's content provoking emotions

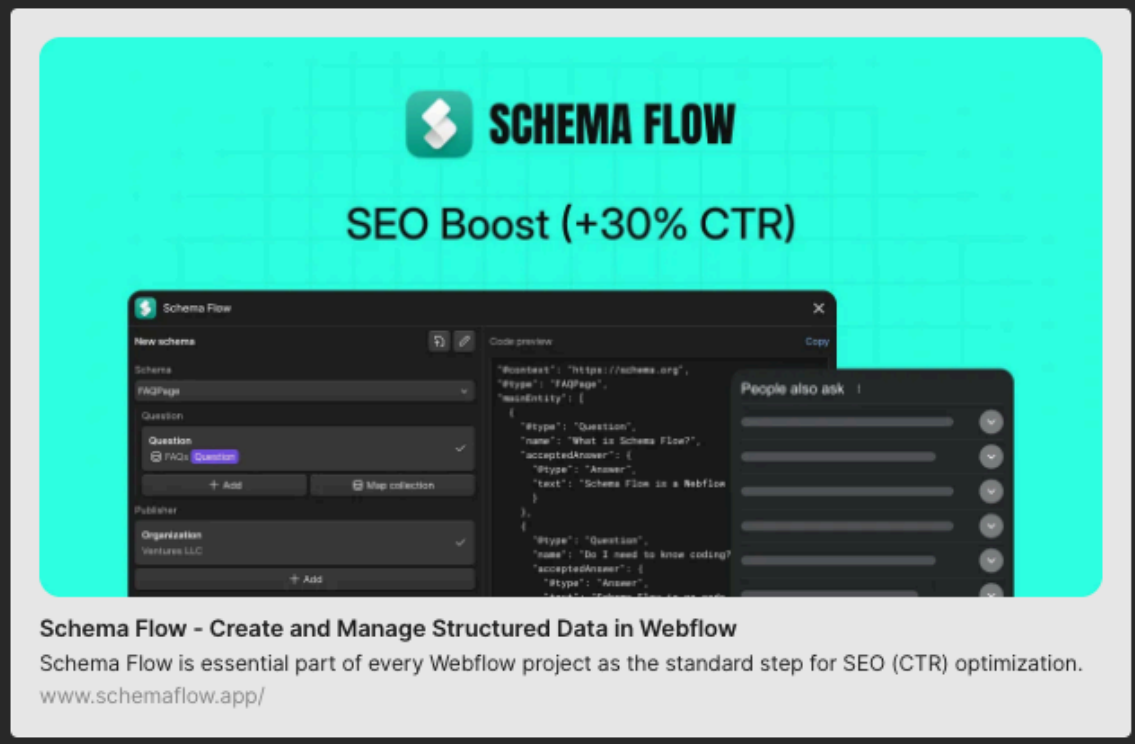
- ☐ Every page has Meta Description (150-160ch)

Meta Description ?
Schema Flow is essential part of every Webflow project as the standard step for SEO (CTR) optimization.

- ☐ Further explain what users discover on the page

- ☐ Open Graph image

Open Graph Preview



The image shows an Open Graph Preview for Schema Flow. The main visual is a teal banner with the Schema Flow logo (a blue square with a white 'S') and the text 'SCHEMA FLOW' in bold white letters. Below the logo, it says 'SEO Boost (+30% CTR)'. The banner features a screenshot of the Schema Flow application interface. The interface has a dark theme and includes a 'New schema' section with a dropdown menu for 'Schema' (set to 'FAQPage'), a 'Question' section with a 'Question' button, and a 'Publisher' section with an 'Organization' dropdown (set to 'Ventures LLC'). To the right of the interface is a 'Code preview' window showing JSON-LD code for a FAQPage. Below the banner, the text reads 'Schema Flow - Create and Manage Structured Data in Webflow', followed by 'Schema Flow is essential part of every Webflow project as the standard step for SEO (CTR) optimization.' and the URL 'www.schemaflow.app/'.

Schema Flow - Create and Manage Structured Data in Webflow

Schema Flow is essential part of every Webflow project as the standard step for SEO (CTR) optimization.

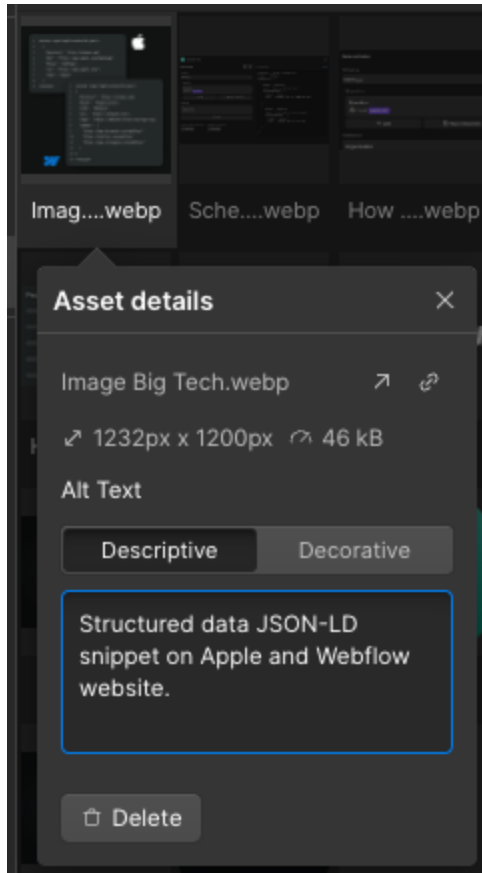
www.schemaflow.app/

Open Graph Image URL

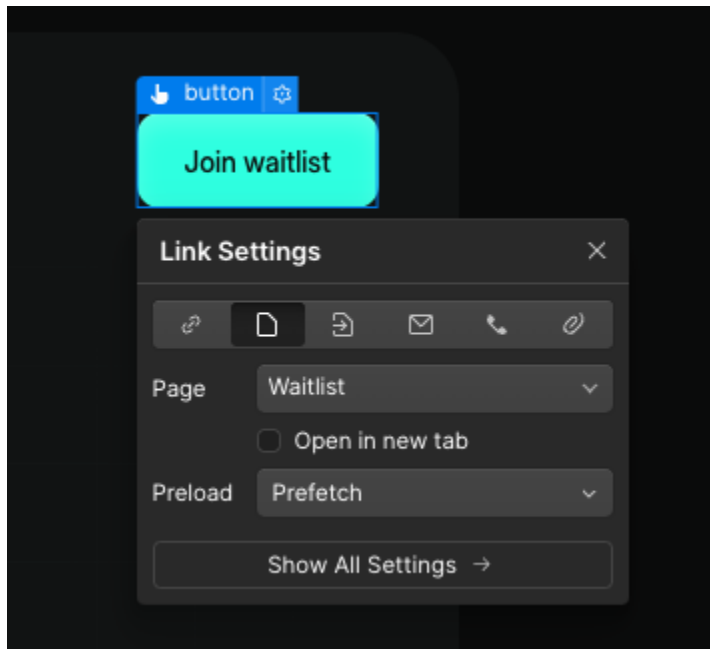
Make sure your images are at least 1200px by 630px and have a 1.91:1 aspect ratio.

https://uploads-ssl.webflow.com/663e1699ba521014e4b8f036/666c3ee07bcc0573fd2db715_Open%20Graph.

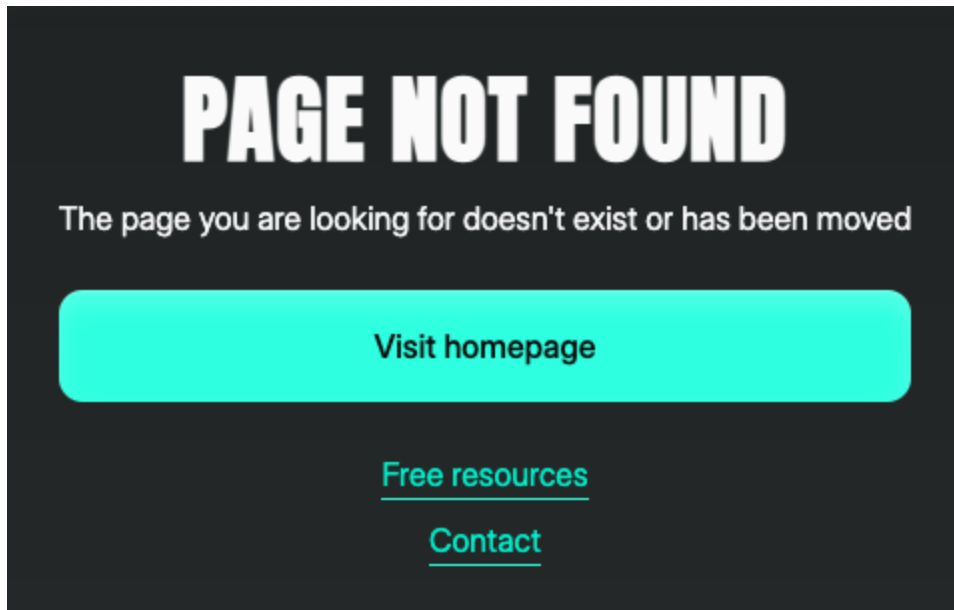
- ☐ Every non-decorative image has descriptive alt text



- ☐ Include a keyword if possible
- ☐ Important links are set to prefetch



- ☐ 404 page is set and contains helpful links



Speed Optimization

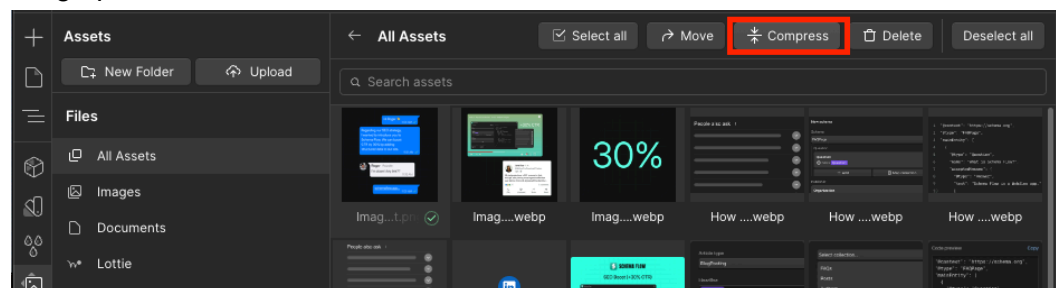
- ☐ Fonts are uploaded manually (WOFF2 or WOFF)

Installed fonts

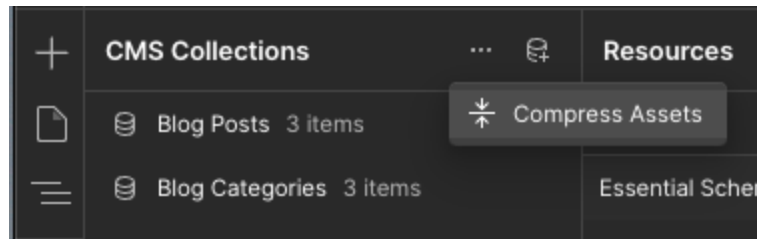
Interdisplay	.Aa 400 (Normal)	Style: Normal	woff2	103.094 KiB	Display: swap
Interdisplay	.Aa 500 (Medium)	Style: Normal	woff2	107.434 KiB	Display: swap
Anton	.Aa 400 (Normal)	Style: Normal	woff2	45.316 KiB	Display: swap

- ☐ All images are compressed and in WEBP format

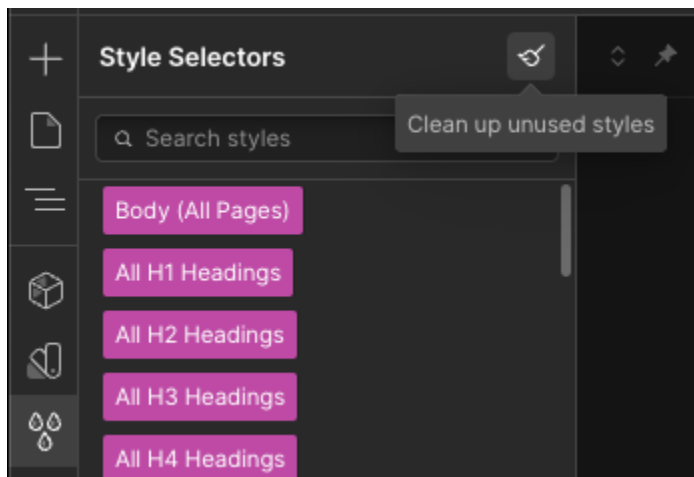
- ☐ Image panel



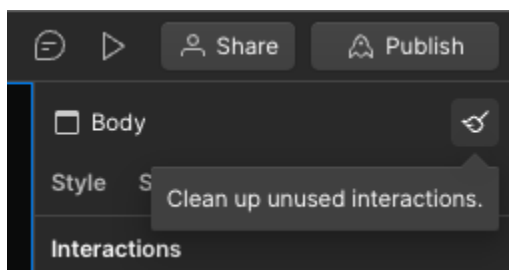
- ☐ Collections



- ☐ All unused styles are deleted



- ☐ All unused interactions are deleted



Structured Data

- ☐ Implement [Schema](#) to boost CTR.
 - ☐ Organization for all pages
 - ☐ Website schema for all pages
 - ☐ Article schema for articles
 - ☐ FAQPage schema for FAQ page

Site Launch

- ☐ [Test your site](#) and make sure SEO gets 100 points
- ☐ Set up [Google Search Console](#)
- ☐ Implement [Google Analytics](#)