

SEO-Friendly Web Design Checklist (Melbourne Edition)

Timeline Overview

Week 1–2: Strategy & planning

Week 3–4: Site structure & content planning

Week 5–6: Design & development

Week 7: Optimisation & accessibility

Week 8: Testing, launch & refinement

1. Define your goals and audience (week 1)

- ☐ Clarify your primary business goals (enquiries, sales, bookings).
- ☐ Identify your Melbourne target audience (suburbs, service areas, and intent).
- ☐ Research competitors' websites and note what ranks well locally.

2. Do your keyword and content planning (week 1–2)

- ☐ Use tools like Google Keyword Planner or SEMrush to find local keywords.
- ☐ Map them to page types: services → suburbs → blogs.
- ☐ Plan content around customer intent, not just traffic volume.

3. Structure your site (information architecture) (week 2–3)

- ☐ Keep navigation flat and logical (2–3 clicks from Home).
- ☐ Build pillar pages (e.g. "Web Design Melbourne") with subpages for specific areas ("Southbank", "St Kilda").
- ☐ Add internal links, breadcrumbs, and a clean XML + HTML sitemap.

4. Design mobile-first (week 3–4)

- ☐ Sketch and test layouts for mobile before desktop.
- ☐ Prioritise key actions (call, browse, enquire) above the fold.
- ☐ Use responsive typography and touch-friendly buttons (45–57px).

5. Build a fast, reliable foundation (week 4–5)

- ☐ Use a secure (HTTPS), fast Australian host and CDN.
- ☐ Compress and lazy-load images, cache pages, and minimise plug-ins.
- ☐ Test speed and Core Web Vitals (LCP ≤ 2.5 s, CLS < 0.1 , INP < 200 ms).

6. Write and structure content first (week 5–6)

- ☐ Start with clear, human-first copy using your target keywords naturally.
- ☐ Use proper headings (H1–H3), bullet points, and concise paragraphs.
- ☐ Make every page valuable—answer a question or solve a problem.

7. Add schema markup and structured data (week 6)

- ☐ Implement LocalBusiness, FAQ, Product, and Breadcrumb schema.
- ☐ Include ABN, address, hours, and reviews to boost Melbourne visibility.
- ☐ Validate with Google's Rich Results Test.

8. Make it accessible and user-friendly (week 6–7)

- ☐ Meet WCAG 2.1 AA with at least a 90+ accessibility score.
- ☐ Maintain 4.5:1 colour contrast, readable fonts, and intuitive navigation.
- ☐ Avoid JS-only menus or inaccessible pop-ups.

9. Integrate for AI and voice search (week 7)

- ☐ Use structured content (schema, clear hierarchy) for AI legibility.
- ☐ Include local references ("serving Melbourne CBD and surrounds").
- ☐ Write FAQs that directly answer common customer questions.

10. Launch, test, and refine (week 8 and ongoing)

- ☐ Submit your sitemap in Google Search Console.
- ☐ Track performance in GA4 and CrUX for real-user data.
- ☐ Review analytics quarterly and update underperforming pages or CTAs.