

CHECKLIST

SEO checklist for IT services companies

A working checklist for marketing heads and their teams

SEO for an IT services company means making service, industry and platform pages the best answer to the searches buyers run, then measuring the leads sales accepts.

Owner _____

Start date _____

Review date _____

1. Map the searches

- ☐ List searches by service, industry, platform and problem.
- ☐ Match each search to an existing page or a page to write.
- ☐ Prioritise combinations where you have real case studies.

2. Service pages

- ☐ Specific headline naming the service and the audience.
- ☐ Two-sentence answer near the top.
- ☐ Who it is for and when to use it.
- ☐ How you deliver it: phases, team, timeline.
- ☐ Proof: named case study and results.
- ☐ Answers to cost, risk and engagement questions.
- ☐ One clear next step with a short form.
- ☐ Links to related industry, platform and guide pages.

3. Content with experts

- ☐ Interview the expert for 30 minutes and record it.
- ☐ Draft from the interview, then have the expert check facts.
- ☐ Publish with an author, a date and links to related pages.
- ☐ Review key articles at least once a year.

4. Technical checks (quarterly)

- ☐ Key pages are crawlable, in the sitemap and indexed.
- ☐ Core Web Vitals: LCP within 2.5s, INP within 200ms, CLS under 0.1.
- ☐ Mobile usable. One canonical address per page.
- ☐ Structured data validates. No redirect chains or errors.

5. Structure and links

- ☐ Build topic clusters: a central page links to deeper pages, and they link back.
- ☐ Every key page within three clicks of the home page.
- ☐ Descriptive anchor text for internal links.

6. Report monthly

- ☐ Visibility: impressions, clicks and position by page type.
- ☐ Behaviour: organic sessions and key events.
- ☐ Outcome: organic leads and lead-to-SAL for organic search.
- ☐ Expect first movement in months, and compounding growth over six to twelve.

NUMBERS TO REMEMBER

+712% organic traffic and +532% organic leads in 12 months (top-5 Indian IT company).

SEO leads accepted at 4.37% against 2.12% for search campaigns.

Birlasoft: organic search brings 74% of site visits.

Want a second pair of eyes? Book a free 30-minute pipeline review. We will look at your funnel and show you what we would change first. info@search-value.com | search-value.com/seo-for-it-services-companies