

The Budapest SEO Checklist

27 Things to Fix Before You Spend a Forint on Ads

Before you throw money at Google Ads or Facebook, run through this checklist. Fix these 27 items and organic traffic starts compounding for free — while paid campaigns keep costing you every click.

Technical (5)

- ❑ Site loads in under 2.5s on mobile (test with PageSpeed Insights).
- ❑ HTTPS everywhere, no mixed-content warnings, HSTS header set.
- ❑ XML sitemap submitted in Google Search Console; no errors.
- ❑ robots.txt allows Googlebot; no accidental Disallow: /.
- ❑ Core Web Vitals: LCP < 2.5s, CLS < 0.1, INP < 200ms.

On-Page (5)

- ❑ Every page has a unique <title> under 60 characters.
- ❑ Every page has a unique meta description under 155 characters.
- ❑ One H1 per page containing the primary keyword.
- ❑ Image alt text on every content image (descriptive, not stuffed).
- ❑ Internal links use descriptive anchor text (not "click here").

Local SEO — Google Business Profile Budapest (5)

- ❑ Google Business Profile claimed, verified, category matches service.
- ❑ NAP (Name / Address / Phone) identical on site, GBP, and citations.
- ❑ Budapest district (kerület) named on service and location pages.
- ❑ 10+ recent, keyword-rich reviews with owner replies in Hungarian.
- ❑ Weekly GBP posts (offer / event / update) with a local photo.

Content (5)

- ❑ One indexable page per commercial intent — no duplicate topics.
- ❑ Pages target a real search query with volume in Hungary.
- ❑ Content depth >= top-3 Google.hu competitors for the query.
- ❑ Author bio + updated date on every article (E-E-A-T signal).
- ❑ FAQ block with 3–5 real user questions and short answers.

Links (4)

- ❑ At least 5 relevant .hu backlinks from Budapest-related sites.
- ❑ No toxic paid-link footprints (comment spam, PBNs, foreign farms).
- ❑ Internal linking hub-and-spoke: pillar page + 5–10 supporting pages.

- Broken links (404) fixed or 301-redirected — check with Screaming Frog.

Analytics (3)

- GA4 installed and firing on every page (real-time test).
- Search Console verified, sitemap submitted, coverage clean.
- Conversion goals defined: form submit, call, WhatsApp, checkout.

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