

The Webflow SEO and AEO checklist

Everything on this list is in your control inside Webflow. Work top to bottom: the foundation section is one-time setup, the rest applies to every page you ship. From the article "Is Webflow good for SEO and AEO? The honest 2026 answer" at stan.vision/journal.

Foundation, one-time setup

- ☐ Disable indexing of the .webflow.io staging subdomain
- ☐ Set the global canonical URL
- ☐ Review robots.txt and confirm AI crawlers (GPTBot, ClaudeBot, PerplexityBot) are allowed
- ☐ Auto-generate the sitemap and submit it to Google Search Console and Bing Webmaster Tools
- ☐ Confirm SSL is active and every domain variant resolves to one canonical version
- ☐ Plan navigation and page hierarchy before building pages, not after
- ☐ Check Search Console for crawl errors monthly; 301 any 404 with real traffic, single hop

Every page you ship

- ☐ One verified primary keyword per page; check volume and difficulty before writing
- ☐ Keyword in the slug, title tag, H1, and first 100 words, used naturally
- ☐ Unique meta title under 60 characters and meta description under 155
- ☐ A direct, self-contained answer in the first two sentences of the page
- ☐ Headings follow a real hierarchy: one H1, H2s for sections, H3s inside them
- ☐ Open Graph title, description, and image set
- ☐ Internal links: up to the hub, sideways to 1 to 3 siblings, descriptive anchors only

Structure for AI

- ☐ FAQ built from real search queries, not invented questions
- ☐ FAQPage and Article schema added as static code, not injected by JavaScript at runtime
- ☐ Validate schema before publishing; broken markup is worse than none
- ☐ Key takeaways block near the top for quick extraction
- ☐ Consistent brand name spelling everywhere: site, schema, social profiles
- ☐ Tables and definitions formatted so they can be quoted without losing context
- ☐ Alt text on every meaningful image; transcripts for video

Performance

- ☐ Images compressed, WebP or AVIF, under 100 KB where quality allows
- ☐ Lazy loading on below-the-fold media; hero image set to eager
- ☐ Minify CSS and JS; load non-critical scripts async or deferred
- ☐ Test on a real mobile device, not just the Designer preview

Proof and authority

- ☐ Every metric and quote has a named, checkable source
- ☐ Author bio with real credentials on every article
- ☐ Published and last-updated dates visible on content pages
- ☐ Reviews and testimonials real and verbatim, with attribution

Measure

- ☐ Track impressions and clicks for question-shaped queries in Search Console
- ☐ Segment referral traffic from ChatGPT, Perplexity, and other AI sources in analytics
- ☐ Prompt-test your key pages in major AI assistants quarterly; note who gets cited instead of you
- ☐ Track AI citations over time and rework pages that never get picked

Stuck on any of these?

We run this exact list on every site we build and migrate. stan.vision/contact