



Web Page SEO Checklist

All items on this checklist should be completed before this **web page** goes live, or is considered SEO-Friendly.

Target Keyword(s): _____

Web Page Address: _____

Web Page Address

- Targeted keyword(s) found in URL
- URL is SEO-friendly (no crazy string of characters)
- URL use dashes, not underscores
- URL is not blocked by robots and is found on sitemap(s)

Meta Data

- Title tag begins with target keyword(s)
- Description tag has less than 155 characters
- Title tag is unique and not repeated on site
- Description tag is unique and not repeated on site
- Title tag is less than 70 characters
- Description tag includes target keyword(s)

Content

- H1 tag uses targeted keyword(s)
- All images have SEO-friendly file names
- Target keyword(s) found in copy 2-3 times
- All images have alt tags
- Text is broken up and not only in large paragraphs
- One image uses target keyword(s) in file name
- Target keyword(s) are bolded, italicized, or underlined
- One images use target keyword(s) in alt tag

Code

- No inline CSS or Javascript found
- Web page is W3C Validated
- Web page is listed on sitemap.xml and sitemap.html
- Canonical tag properly used or not used

Other

- Web page only targets 1-3 similar keywords/phrases
- Web page is shareable (Twitter, FB, LinkedIn or Pinterest)
- Analytics software found
- Internal backlinks found using targeted keyword(s)