

# SEO CHECKLIST

## Page Code

- Meta description
- Meta keyword

## Structure

- Navigation structure
- URL to page
- Page title and name

## Page copy

- Headings and titles (H1, H2 etc)
- Intro text
- Body text
- Body text with highlighted words
- Or in bullets

## Page content

- Link within your website on keywords (vote on your own website)
- Copy, videos, images - alt text, file names and descriptions
- Links
- Links to key pages on your website

# SEO CHECKLIST

## Social media

- Pinterest - how your boards, images and content are named
- Youtube - how you playlist are named, videos, description etc
- Google+ - business profile, place and communities, if relevant
- Twitter - use to spread the word about your content, in a useful way of course
- Other relevant platforms and forums (yelp, tripadvisor, linkedin etc )

## Your pages and content

- For each page make sure vital keywords are present in:
- Page titles, name etc
- Meta description
- Meta keywords
- URLs generated - should reflect your keywords in them (where relevant and logical)
- Content (copy, images, videos, alt text, descriptions etc)
- New content

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## Code

- CSS files should be placed externally and linked in
- JavaScript files should be placed externally and linked in
- Image mapping code, should preferably be placed in the bottom of the HTML code structure if possible
- Cookies - try to use an alternative solution or don't use cookies on content pages (depending on your requirements that is)
- Get Google Tag Manager

## Url's

- Dynamic URL's with parameters in them, use a URL re-write tool for this make sure the URL's that are generated follow a neat structure like for example:  
domain.com/category/product\_name.htm

## Various

- Have you created a sitemap?
- Have you submitted your website to Google through Google Search Console?
- Get a developer to help you out with any errors and warnings found by Search Console upon indexing your site  
Load time and other server side tasks

# SEO CHECKLIST

## Links

- Do you have a link building strategy for external websites?
- Make sure your keywords are included in the link text
- Make sure you are using the right pages of your website to build links to (that you link to a specific or specific pages (with the keywords in them)
- Internal links, within your website, linking to other pages, the same rules for keywords in the link text apply for these