

Landing Page SEO Checklist

All items on this checklist should be checked before this landing page goes live, or is considered SEO-Friendly.

Website: _____

LANDING PAGE URL

- Address targeted keyword(s) found in URL
- URL uses dashes, not underscores
- URL is not blocked by robots and is in the sitemap
- URL contains target location (when applicable)

META DATA

- Title tag contains target keyword(s)
- Title tag is unique and not repeated on site
- Title tag is fewer than 70 characters
- Description tag has fewer than 155 characters and accurately describes the page

CONTENT

- Content explains keyword with expertise, authority and trustworthiness
- Contains internal links to other relevant pages
- H1 tag uses targeted keyword(s)
- Target keyword(s) found in copy 2-3 times
- Text is broken up into paragraphs
- All images have SEO-friendly file names
- All images have alt tags
- One image uses target keyword(s) in alt tag
- One image uses target keyword(s) in file name
- Include a call-to-action in the page to turn users into conversions

OTHER

- Add a "Share" button for the top social media your audience uses
- Check for grammatical/spelling errors
- Include a Google map of the location (when applicable)

