

Website SEO Checklist

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

Website: _____

DOMAIN

- Has SSL certificate (https not just http)
- Website has SEO-friendly web page URLs
- Domain does not expire for at least one year
- Preferred domain 301 redirect is set up (www or no www)
- Preferred domain is set in web master tools

META DATA

- All title tags contain target keyword(s)
- All title tags are unique (no duplicates)
- All title tags have less than 65 characters
- All description tags include target keyword(s)
- All description tags are unique (no duplicates)
- All description tags have less than 155 characters

LINKS, HOURS, DESCRIPTIONS

- Logo file name and alt tag uses targeted keyword(s)
- Website has a text menu that is easy to navigate on all pages
- All web pages have descriptive H1 tags
- No Flash is found on the site
- All images have SEO-friendly file names (using keywords)
- All images have alt tags (using keywords)
- Sitemap.xml created

