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Get Found Online: Search Engine Optimization Checklist

Whether you already have a website or you're looking to build a new one, use this checklist to ensure your site generates maximum results.

- Choose Keywords
 1. _____
 2. _____
 3. _____
 4. _____
 5. _____
 6. _____
- Choose your URL (if you don't already have one)
 - Should be short and descriptive and include primary keywords
 - Use dashes, not underscores
- Check for high use of keywords throughout your site (5-7% keyword density)
 - Bold** appropriate keywords on your site
- Place Keywords in Title Tags/Page Title
 - Keywords should be positioned closer to the beginning of the page title
 - Title Tags should be less than 70 characters
- Place Keywords in Meta Tags and Descriptions
 - Keep **meta keywords** on each page to about 45 words
 - Keep **meta descriptions** to 150-160 characters
- Place Keywords in Heading Tags (H1, H2, H3, H4, H5, H6)
 - The main heading is an H1 Tag, the sub-heading would be an H2 Tag, etc.
 - Only use one H1 Tag per page
- Image Tags (Alt Tags/Text)
 - Include Alt Tags on all images
 - Use descriptive, keyword-rich text
- Review content on website; make sure content is on the page and not in multiple PDFs, Word documents or PowerPoints (Search engines cannot "crawl" these documents, so it does not help with optimization.)
- Create a XML site map and robots.txt
 - Make sure to submit your site map to search engines
- Create appropriate Social Media presences
 - Facebook: _____
 - Twitter: _____
 - LinkedIn: _____
 - YouTube: _____
 - Blog: _____
- Internal Links
 - Create links to related pages using good keywords
 - Link to / from other internal pages
- External Links
 - Add links out to other trustworthy and related sites
 - Submit to quality directories